



Jennifer Jensen

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Jacksonville, FL

[LinkedIn](#)

Communications & PR Professional | 15+ Years Driving Brand Visibility and Audience Growth

Strategic media and communications leader with experience shaping stories that captive audiences and elevate brands. Proven track record in journalism, public relations and content strategy, including developing media plans, managing publications and producing results-driven communications that engage and convert. A trusted leader recognized for building strong networks and guiding teams to deliver content that drives growth.

Strategic Communications Experience

Writer, Editor and Social Media Coordinator

Self-employed (September 2014-present)

- Consults with corporate and media clients to produce articles and digital content that strengthens brand position and increases readership.
- Creates social media strategies that increases client engagement and audience reach by up to 30%.
- Ghostwrites executive and technical content for industry leaders in construction and manufacturing sectors.

Media and PR Specialist

BCMI, remote (March 2024-October 2025)

- Led media and communications strategy that expanded press coverage by 50% year-over-year, increasing brand visibility in top-tier industry outlets.
- Crafted news releases, features and digital content that enhanced engagement and reinforced organizational reputation.
- Collaborated with executive and sales teams to produce marketing and sales collateral, case studies and content that accelerated business development as well as internal and external newsletters and announcements.
- Developed unified communications and marketing plan aligning internal, digital and PR initiatives for consistent brand voice.
- Acted as media and PR liaison to expand reach across digital and print channels.
- Managed timelines, checklists and setup and coordinated on-site details for all events BCMI attended to strengthen media and industry partnerships and promote and market the brand.

Editor-in-Chief

Window Fashion VISION Magazine, remote (August 2022-May 2023)

- Directed editorial vision and content strategy, increasing audience engagement by 15%.
- Partnered with sales and advertising teams to launch branded content initiatives, generating 15% revenue growth.
- Researched and sourced compelling content and photography, elevating publication quality and visual appeal.
- Authored feature articles that strengthened brand authority within the industry.
- Supervised a team of contributors, providing editorial direction and ensuring alignment with brand standards.

Associate Editor | Assistant Editor

Mining Media International Inc. Jacksonville, Florida (March 2013-July 2022)

- Promoted from Assistant to Associate Editor for editorial leadership and content quality.
- Directed content for two trade publications reaching 20,000+ professionals across mining and construction sectors.
- Wrote, edited and produced print and digital content, reinforcing publication authority and expanding digital reach.
- Drove digital transformation efforts that boosted e-newsletter engagement 30% and web traffic by 20%.
- Managed and mentored freelance writers, ensuring consistent editorial quality and deadline compliance.
- Represented the company at trade shows and industry events, reporting on trends and strengthening relationships.

Reporter

The Wakulla News, Crawfordville, Florida (April 2010-March 2013)

- Produced 150+ articles annually, covering government, education, courts and the community.
- Increased web traffic through engaging digital content and active social media management.

Office Assistant/Estimator

ServPro of Alachua County West, Gainesville, Florida (August 2009-April 2010)

- Produced company newsletter and managed internal communications.
- Handled customer relations, insurance claims and office operations.
- Prepared job estimates and maintained accurate project records.

Reporter

Roane County News, Kingston, Tennessee (April 2007-August 2009)

- Delivered 200+ articles on a variety of topics, strengthening community engagement, earning multiple awards.
- Managed publication design and production for *The Rockwood Times*.

Education

University of Florida, Gainesville, Florida

Bachelor of Science in Journalism, Minor in Business Administration

Skills

Technical Skills: Mailchimp, WordPress, SEO, Google Analytics, Hootsuite, eClincher, Monday.com, Joomla, Text Wrangler, InDesign, Adobe Photoshop, Adobe InCopy, Canva, Microsoft Office; *Editorial Skills:* AP Style, Content Strategy, Media Relations, Social Media Management, Internal and External Communications

Selected Recognition

- Florida Press Association Award, Second Place in Government Reporting
- Landmark Community Newspapers Award, Third Place in Feature Writing
- Landmark Community Newspapers Award, Second Place in News Writing
- Landmark Community Newspapers Excellence in Community Journalism Leadership Award
- Tennessee Press Association Award, Fifth Place for Best Single Feature
- Landmark Community Newspapers Award, Third Place in News Writing