

Summary

With over 26 years of experience in the fields of professional writing and marketing, my objective is to provide communications support to other entrepreneurs and businesses while leading their companies to success. My diverse education and background provide me with a unique insight into human behavior and perception that is essential to understanding and developing effective communications programs and motivational content. I am a dependable, self-motivated team advocate with strong writing, design, and organizational skills who delivers results.

Experience

February '11-present

Communications Consultant/Executive Office Liaison

Some of my areas of expertise include:

- Author of several self-published autobiographies and works of fiction in multiple genres, plus recently co-authored a client's company biography, *Whitsons Way*.
- Supporting CEO and C-suite leaders in organizing, managing, and implementing various executive level projects, internal communications, external communications, and event coordination.
- Storytelling, content creation, and editing support to ensure consistency with brand messaging and culture (including newsletters, manuscripts, books, lesson plans, etc.).
- Proposal writing and RFP compliance.
- Freelance project writing (including creative content, articles, blogs, newsletters, technical research papers, culturally sensitive communications, and SOP process manuals).
- Development of training classes and curriculum.
- Coaching businesses on creating and implementing strategic marketing communications and outreach campaigns, including print, email, and social media plans.
- CRM database management and administration (particularly Salesforce, iContact, and MailChimp).
- Assistance with website maintenance and basic html coding adjustments with content management experience in Wix, Wordpress, and Joomla.
- Logo, business card, letterhead, and other basic design templates.

June '98-July '15

Whitsons Culinary Group, Islandia, New York

January '08-July '15 - Director of Communications

- Assisted Executive Vice President in the management of sales and communications team, supervising Communications Associate and two part-time Proposal Writers.
- Lead proposal writer and designer. Redesigned proposal templates and streamlined process for efficiency. Oversaw development of over 100 proposals annually.
- Developed detailed training manuals to reinforce hands-on instruction of sales processes and marketing campaigns.
- Crafted letters, press releases, memos, and follow-up correspondence for all internal and external company communications.
- Supported HR department with development of recruitment, onboarding, performance management, and employee incentive program communications.
- Editor-in-Chief of quarterly corporate and monthly team member newsletters.

- Created print and html email pieces for business development marketing campaigns and coordinated distribution through Salesforce database.
- Attended trade shows and developed pre- and post-show marketing campaigns.
- Chaired and coordinated annual Concept Expos and Manager Meetings for all segments of the company. Publicly spoke about new company services and programs during presentation portion of event.
- Served as Board Secretary/Treasurer for Advisory Council Team committee, our internal research and development council, where I was responsible for coordinating all meetings, agendas, and sub-committee project management.
- Developed online company policy manual utilizing Microsoft Sharepoint.
- Oversaw electronic and paper surveys and statistical reporting for entire company using SurveyTracker and Surveymonkey.com.
- Administered company's 501(c) not-for-profit Whitsons Family Foundation charity, providing financial assistance to employees in need.

August '03-January '08 - Director of Marketing

- Developed and implemented quarterly and monthly promotions for 50+ food service accounts in the business and industry, college, and public school district divisions.
- Created annual client strategic business and marketing plans.
- Managed and designed brochures, journal ads, posters, flyers, postcards, logos, and other graphic projects for all departments of the company.
- Developed and directed *Nutrition Safari* project, an award-winning educational nutrition awareness program for elementary students.
- Conducted seminars for field managers in marketing, nutrition programs, and operational standards for new food concepts.

June '98 – Aug '03 - Marketing Associate/Assistant Director of Communications

- Wrote, designed, and collated prospective client proposals.
- Created and edited quarterly corporate newsletter.
- Crafted letters, press releases, memos, and follow-up correspondence.
- Designed various marketing materials for all departments of the company.
- Coordinated and attended trade shows.
- Maintained system for cataloging computer and paper files.
- Participated on Event, Public Relations, Picnic and Annual Awards Committees.

Portfolio

<https://jennydeecomm.journoportfolio.com/>

Skills

Professional: Master editorial; corporate communications; technical writing; motivational writing; resume writing; creative content writing; training manual development, including research of subject, organization, and written and/or online publications; event coordination, including planning, budgeting, project/task management, presentation creation, promotion, and implementation; executive project management; team leadership.

Computer: Proficient in Adobe products, including InDesign, Photoshop, illustrator, and Dreamweaver; Microsoft Office Suite: Word, Excel, Publisher, Powerpoint, Sharepoint, and Teams; Camtasia; Salesforce, iContact, and Mail Chimp databases; SurveyTracker; Administrative/Backend knowledge of Wix, Joomla, and Wordpress website forums. Experience with social media platforms: Facebook, Instagram, TikTok, Twitter, YouTube, LinkedIn, Hootsuite.

Education & Certifications

Competent Leader & Competent Communicator Designation, Toastmasters

CL & CC Certification, December 2018

Coach Training Alliance, Teleclass

CTACC Certification as Life Coach, January 2011

Walden University, Online

Masters in General Psychology, August 2010, GPA: 4.0

Elizabethtown College, Elizabethtown, Pennsylvania

Bachelor of Science in Business, May 1997

Major: International Business – Marketing Concentration; Minor: Professional Writing

Studied abroad in Barcelona, Spain, Spring 1996

Relevant Volunteer Work

Editor-in-Chief, Unimasters, Toastmasters International, 2017-2019

Created, edited, and distributed weekly newsletter to members of the Toastmasters Unimasters division in Aliso Viejo, CA; Served as Secretary, Spring 2019.

Event Planner/Yearbook Chair, Wood Canyon Elementary PTA, 2015-2018

Organized and designed annual school yearbook; Coordinated Fall and Spring Fun Nights.

Committee VP/Events Chair, Boy Scouts Pack 734, 2015-2018

Oversaw various committee chairs, ensuring all responsibilities are met throughout the year; Assisted the Cubmaster in organizing the annual calendar of events, task management, and general administration; Coordinated annual Blue and Gold Banquet and Pinewood Derby.

References

Brenna Schettino, VP of Human Resources, Whitsons, Brennakschettino@icloud.com

Holly Von Seggern, Former VP of Marketing at Whitsons, hollyvonseggern@gmail.com

Nico Alvarez, VP of Liberty Dental, Former Consultant Client, Nalvarez@libertydentalplan.com