



Jennifer A. Clark
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MARKETING, PR & EXECUTIVE COMMUNICATIONS PROFESSIONAL

Proven marketer and communications leader with 20+ years of experience evangelizing company brands and enabling sales teams to succeed. I thrive in building content programs from the ground up by leveraging my expertise in writing, managing the creative and design process, synthesizing messaging from executive leadership and collaborating with cross-functional teams to produce high-impact communications. Content creator, customer advocate and trusted advisor who helps enhance acquisition and retention, elevate thought leadership, engage key stakeholders and energize corporate culture.

PROFESSIONAL EXPERIENCE

Flexential • Aurora, CO • Customer Marketing • 8/2019-present

Flexential is a hybrid IT solutions provider offering colocation, cloud and managed services.

- Lead efforts to develop new customer marketing strategy that advances the Flexential brand and augments sales enablement by producing compelling, customer-centric content such as case studies, news releases and social media posts in partnership with customers, designers and internal stakeholders.
- Work with analysts to execute a Total Economic Impact Study with key customers that proves the holistic business case of partnering with Flexential as a hybrid IT provider including decision drivers, customer journey and quantitative and qualitative ROI.
- Serve as marketing point person with C-level executives to actively engage top echelon of customers through Flexential Customer Advisory Council. Develop bespoke brand and content, manage creative process, facilitate meetings, conduct events and gather data for future-proofing company positioning.
- Collaborate with demand generation and product marketing teams to drive expansion in existing customer accounts through targeted DRaaS and managed services upsell campaigns.
- Responsible for writing and publishing all COVID-19 communications, ranging from CEO letters and emails to externally facing website to FAQs, portal messaging and data center tools.
- Redesigned dynamic customer newsletter with design team using Ceros platform to elevate customer experience with relevant content, establish a monthly cadence for continuity and monitor analytics.
- Conducted a contact initiative with CX team to assign key roles for more than 4k contacts in Salesforce database for top-tier customer base to be leveraged in future cross-sell and upsell opportunities.

Spectrum Enterprise • Greenwood Village, CO • Marketing: Client Experience • 3/2019-8/2019

Spectrum Enterprise is a national provider of scalable, fiber-based technology solutions.

- As part of a multi-disciplined team, curated and analyzed market research insights and voice of the customer content – including Net Promoter Score (NPS) and Client Effort Score (CES) – and created communications tools designed to improve client experience throughout their journey.
- Served as a central point for CX internal communications and enablement in the broader organization to lead education and awareness efforts that championed customer advocacy and culture shift.

Jenna Clark Consulting • Denver, CO • Marketing, Communications & PR • 2017-2019

Clients included global SaaS and manufacturing companies as well as start-up and non-profit organizations.

- Developed and implemented strategic plans that increased brand value, enhanced public reputation, improved acquisition and retention efforts, grew share of voice and digital footprint.
- Ideated, wrote and edited content including press releases, digital and email campaigns, technical articles, ghostwriting for leadership including *Forbes* Leadership Council, social media posts, email campaigns and collateral materials.

Surefire Medical, Inc. • Westminster, CO • Marketing Communications & PR • 2010-2017

Surefire Medical created, developed and manufactured medical devices for cancer therapy delivery.

- Initiated end-to-end build of the inaugural Surefire brand from ground zero with a complete arsenal of company logo, brand guidelines, renderings, videos, digital content and messaging (marketing and PR).
- Managed all content for omnichannel distribution to target audiences, including sales enablement materials, product marketing materials such as packaging and labeling, multi-language and clinically focused resources, digital and video efforts as well as experiential tools for field marketing events.
- Partnered with leadership C-Suite to build and propel the brand by creating an executive-level thought leadership platform and shape culture by developing company's values, vision and mission.
- Led effort to create initial company website and social media presence. Responsible for ongoing web development improvements and content creation. Managed social media accounts and content.
- Spearheaded and directed 20+ national and international field marketing and medical conference efforts inclusive of theme, budget management, executive-level scheduling and on-site leadership.

Jenna Clark Consulting • Denver, CO • Marketing & Executive Communications • 2001-2010

Primary client was a cloud-based medical tech company growing from start-up to liquidity event.

- Served as an advisor to leadership to develop brand positioning and strategic business plan designed to attract investors, generate interest from prospective employees as well as establish corporate identity.

Linhart Public Relations • Denver, CO • Account Supervisor • 1999-2001

Linhart PR agency specializes in corporate communications, consumer marketing and digital strategy.

- Worked with client leadership team to develop brand position and marketing/public relations strategies for companies in telecommunications and tech sectors (Avaya, interWAVE and Kenan).
- Developed, managed and executed targeted media and investor relations programs highlighting clients' success in the marketplace to improve companies' business outcomes and attract investors.

Qwest Communications • Denver, CO • Marketing Communications Manager • 1999

Qwest was a telecommunications company providing services through a digital, fiber-optic network.

- Served as key brand ambassador among program managers, executive leadership and agencies (both local and national) to effectively manage creative development, copywriting, messaging, legal and regulatory approval, production and go live process.
- Worked with company leadership to develop internal communications assets and increase understanding of the value proposition and brand position – focused on customer-facing employees.

Nextlink Communications • Denver & Spokane • Marketing & PR Manager • 1996-1999

Nextlink provided competitive telecommunications services to small- and medium-sized businesses.

- Critical leader in launch strategy in 1996 when the telecom industry deregulated and revolutionized to allow competitive local exchange services to become available for the first time in U.S. history.
- Managed marketing and PR efforts including prospecting, lead generation, branding, customer acquisition and retention, community sponsorships, media relations and employee communications.
- Acted as company spokesperson and liaison to the media to develop message points, coach leadership to serve as subject matter experts and positively position company in the marketplace.

Avista Corporation • Spokane, WA • Public Relations Coordinator • 1992-1996

Avista is a multi-state energy company serving residential, commercial and industrial customers.

- As the leader of the internal communications team, researched, developed, wrote, art directed, edited and produced an all-employee publication: circulation 1,500.
- Managed all content development, creative design and production of external communications for two publications: circulation of 500,000 in four states and 65,000 in two states.
- Acted as a media spokesperson for Avista and assisted leaders with key messaging to address inquiries.

EDUCATION

Baylor University • Waco, TX • Bachelor of Arts, Journalism