

# Janille Likens

## Marketing, PR & Digital Communications



[Link to My Portfolio](#)  
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### WORK EXPERIENCE

**Project Manager, Alliance Campaigns | American Academy of Pediatrics**  
Greater Chicago Area | 2021 – Jan 2025

- Led cross-functional project teams and external agencies to deliver national marketing campaigns aligned with pediatric health priorities in a highly matrixed environment.
- Managed end-to-end campaign development from kickoff through delivery, including scoping, scheduling, budgeting, and execution across creative, content, and media workstreams.
- Created and implemented structured workflows, SOPs, campaign roadmaps, and performance dashboards to optimize process efficiency and ensure timely delivery.
- Spearheaded cross-functional planning meetings and maintained stakeholder alignment through collaborative tools like Smartsheet and Webex.
- Analyzed KPIs and campaign performance metrics to inform strategy and ensure sponsor goals were met on time and within budget.

#### Independent Contractor

Greater Chicago Area | 2017 – 2021

- Supported marketing and public awareness initiatives for nonprofit and corporate clients through project-based consulting, including content planning, cross-team coordination, and campaign execution.

#### Manager, PR & Media Relations | Nicor Gas

Greater Chicago Area | 2014 – 2017

- Led strategic communications aimed at enhancing reputation, elevating brand/executive presence, and stakeholder engagement.
- Served as company spokesperson; managed crisis communications and cultivated relationships with media, industry partners, and officials.
- Directed media materials and managed key events, public meetings, and press outreach.

#### Chief Communications Officer | Illinois Department of Transportation

Greater Chicago Area | 2013 – 2014

- Led strategic communication efforts to elevate IDOT's programs, driving media interest, stakeholder engagement, and public awareness.
- Served as agency spokesperson; managed events, public meetings, and high-profile initiatives.
- Crafted press materials and crisis plans to protect reputation and promote safety priorities.

#### Television News Journalist

WGN-TV (CW), Chicago, IL | 2008 – 2013, 2022 – 2023

WDJT-TV (CBS), Milwaukee, WI | 2005 – 2008

WHBF-TV (CBS), Rock Island, IL | 2004 – 2005

### CORE COMPETENCIES

Project Management & Program Implementation

Cross-functional Team Leadership

Campaign Workflow Optimization

Co-Marketing Strategy & Multi-Channel Campaigns

Data Analysis & Performance Reporting

Vendor Management

### EMERGING TECH & TOOLS

ChatGPT

Jasper

Miro AI

Smartsheet

SharePoint

JIRA

Webex

Microsoft Office Suite

Google Workspace

Slack

Looker Studio

Google Analytics 4

CMS Platforms

YouTube Studio

Social Media Management Tools

### EDUCATION

**Master of Arts, Journalism**  
Columbia College Chicago

**Bachelor of Arts, Communications**  
Governors State University

### CERTIFICATIONS

**Alliance Management**  
Issued by: Association of Strategic Alliance Professionals

**Digital Marketing Strategies, Data, Automation, AI & Analytics**  
Issued by: Northwestern Kellogg