

JENNA PARKER

Marketing, Communication, and Design

INFO

**Phone**

574-498-7500

**Email**

jenna@jennaparker.com

**Website**

jennaparker.com

EDUCATION

Bachelor of Science in Business Administration - Marketing Major

Auburn University Montgomery
Montgomery, Alabama
2007

SKILLS

- Adobe Creative Cloud
- Office 365
- Google Suite
- Email Platforms
- CRM Platforms
- Digital Asset Management
- Strategic Planning
- Content Marketing
- Email Marketing
- Graphic Design
- Website Design
- Multi-Channel Marketing Campaigns
- Social Media Management

PROFILE

I help nonprofits and small businesses succeed through polished marketing and memorable communications. I earned my B.S.B.A. in Marketing from Auburn University and have over 15 years of marketing, communications, and design experience. I believe in maintaining a positive mindset, creating partnerships with a purpose, and always striving for significant outcomes. When you work with me, you can expect a collaboration with transparency and consistency.

EXPERIENCE

Owner/Consultant

Jenna Parker Creative / 2020 - present

Whether hired for a short-term project or as a long-term partner, I offer strategic and tactical support that's flexible to meet your organization's specific needs.

Director of Marketing and Communications

Boys & Girls Clubs of Elkhart County / 2018 - 2021

As Director of Marketing & Communications, I work collaboratively across the organization to develop and implement communication and marketing strategies and promote key messaging about our mission, youth development strategy, programs, impact, and history. I facilitate internal, external, and board communications, participate in strategic planning and budgeting initiatives and work closely with the C.A.O. on development initiatives and strategic partnerships. I support each functional area in developing effective marketing and communications plans at a strategic and tactical level.

My responsibilities include strategic planning and budgeting, oversight of departmental operations and systems, partnership development and media relations, content creation, website development, brand management, and the editorial direction and design of all publications and marketing and communications pieces.

Accomplishments:

- Launched new organization website which resulted in a 345% increase in traffic
- Won 2019 Favorite Charity in Elkhart County for organization
- Created and implemented departmental policies and procedures including document control, editorial calendars, review and approval processes, digital asset management, project requests, style guides and brand manuals, centralized project communication, sponsor database and logo libraries, project level marketing plans, standardized metrics, board toolkits, and more
- Increased reach on social media by 76%, doubled email open rates, and increased email click rates by 69%
- Designed and launched a successful virtual Club platform in response to pandemic
- Improved customer sentiment and experience by moving all membership, employment, and volunteer applications online and launching a ClubToGo app with real-time push notifications for parents; increased efficiency and accuracy by creating and implementing customized tools for digital management of information

SOFT SKILLS

- Effective Communication
- Critical Thinking & Problem Solving
- Creativity, Flexibility, & Curiosity
- Self-Motivated
- Friendly & Cooperative
- Authentic
- Diplomatic
- Positive Attitude
- Great Work Ethic

CLIENT REFERENCES

Lindsay Richardson

Executive Director
Sturgis Area Community Foundation
Phone 312-257-7895
Email lindsay@sturgisfoundation.org

Matthew Fischer

Chief Advancement Officer
Boys & Girls Clubs of Elkhart County
Phone 574-286-6545
Email mfischer@bgcelkhartcounty.org

Jami Stamm

Owner/Broker
J Stamm Realty
Phone 574-596-4868
Email jami@jstammrealty.com

INTERESTS



Cats



Gardening



Wildlife



Summer



Gaming



Family

EXPERIENCE CONTINUED

Marketing and Development Coordinator

Boys & Girls Clubs of Elkhart County / 2017 - 2018

As Marketing and Development Coordinator, I worked with the development team to create marketing campaigns and communications for special events and initiatives. I handled sponsorship deliverables, graphic design, web development, and donor communications, including annual and seasonal campaigns.

Marketing Administrator

Dexter Axle Company / 2016 - 2017

As Marketing Administrator, I was responsible for design and maintenance of catalog data, service manuals, literature, branding documents, presentations, marketing collateral, promotional items and other materials, copyright registration and renewal, website design, maintenance and content creation, project management, trade show and event coordination, social media, email marketing, web analytics, e-commerce, advertising and copywriting.

Accomplishments:

- Researched, launched, and implemented the company's Amazon sales channel, including writing policies and procedures and creating workflows for various manufacturing plants supporting of the channel

Marketing Coordinator

Mid-City Supply Co., Inc. / 2015 - 2016

As Marketing Coordinator, I was responsible for implementing strategic marketing plans and market research and analysis. I acted as an in-house marketing consultant for customers and vendors, and departments, planned special events, managed partnerships, agencies, and vendors, developed marketing campaigns and oversaw reward programs and promotions.

Marketing and Communications Specialist

Auburn University Bookstore / 2008 - 2015

As Marketing and Communications Specialist, I was responsible for developing marketing and communication plans and evaluating their performance, developing and managing marketing budgets, and hiring, training, and managing all marketing staff and interns.

Each month I reviewed sales and inventory reports and created promotions and communications to positively influence inventory turns, stock levels, sales dollars, and margins.

I managed vendor and supplier contracts and visual merchandising, planned special events, chaired the department planning committee. I also created and managed permissions email and customer loyalty programs, oversaw content creation and production for all communications channels, cultivated media, campus, and community partnerships, and acted as media liaison.