

# JENNIFER BROWN



417-693-0681



jennbrown77@gmail.com

LEADER • DESIGNER • CREATIVE

## EDUCATION

- **University of Kansas**  
*Master of Business Administration (MBA)*  
- Marketing Focus (May 2019)
- **Missouri State University**  
*BS Media Production & Communication (1999)*  
- Marketing Minor  
  
- Music Together Teaching Certification  
- Biblical Counseling Certificate  
- WordPress Advanced Training  
- HTML & JavaScript Certificate

## SKILLS & HIGHLIGHTS

- **Proficient in Adobe Creative**
- **Online Team Collaboration**
- **Website Design & Development**
- **Video Production**  
*Production, editing and scriptwriting*
- **Social Media Management**
- **Media Relations & Vendor Negotiations**
- **Project Management Experience**
- **Volunteer Recruitment & Staff Management**
- **Photography & Copywriting**
- **Conference Branding**
- **Promotion & Merchandising**

## PROFESSIONAL EXPERIENCE

### ▶ **Director of Communications** **July 2020 - Present** *Schweitzer Church • Springfield, MO*

In this role, I lead a team responsible for producing products, materials and content for web, print, video, and social media. I support the church and a related non-profit organization (Flourish) in communication and marketing strategies.

- *Part of the core leadership team setting general direction and communication strategy for the organization*
- *Content manager and creator of emails, websites, magazines and publications*
- *Manager of a full creative service team including writers, photography team, graphic designers, a video producer and technical director*

### ▶ **Communication Strategist** **2018 - 2020** *The University of Arkansas • Fayetteville, AR*

As a member of the IT Communications team, I assisted with writing, design, web communications strategy and campus-wide communication initiatives.

- *Worked alongside the Communications Director and IT partners to provide support and communication for outages, major projects and events*
- *Developed content for news articles, websites and social media messages*
- *Project management and website strategy*

### ▶ **Public Relations & Volunteer Coordinator** **2017 - 2018** *The Salvation Army of Northwest Arkansas • Fayetteville, AR*

I supported this organization as a media relations contact and content creator for life-change stories. I designed, edited and managed website and social media campaigns. Primary recruiter and manager of volunteer events and opportunities.

- *Served as the media relations contact and spokesperson*
- *Designed, edited content for publications and managed website*
- *Event strategist and coordinator for volunteer banquet and service days*

### ▶ **Director of Communications** **2013 - 2017** *LifePoint Church • Minden, Nevada*

Served as a designer and director who brought ideas to life while also strengthening overall brand awareness. Responsible for website redesign project, social media growth strategy, and the development of branding and marketing for regional conferences.

- *Graphic designer for all print, web and social media materials*
- *Managed video production team responsible for online videos and podcasts*
- *Managed print and digital content and strategy*

*Brownstudy Creative*

### **Freelance Marketing & Design & Music Instructor** **2011 - Present**

# JENNIFER BROWN

EXPERIENCE CONTINUED

## SOFTWARE SKILLS

- **Adobe Photoshop & Illustrator**
- **Adobe Indesign**
- **Microsoft 365, Box, Teams & VoIP**
- **Adobe Premiere & After Effects**
- **Web Content Management**  
*WordPress, HTML, SEO, OmniUpdate (OU)*
- **Social Media Management**  
*Buffer, HootSuite, FB scheduling, etc.*
- **Google Analytics**  
*AdWords*
- **SharePoint Applications**
- **Video Production & Editing**  
*Live Video Switchers, Sony & Canon HD Cameras*
- **HTML, Java, PHP & CSS**
- **GivePulse & Signup.com**

## VOLUNTEERING

- **Beautiful Lives Boutique**  
*Providing an opportunity for women to encourage women through shopping*
- **GriefShare**  
*GriefShare Teacher and Facilitator*
- **Awaken**  
*Graphic design assistance for this organization committed to ending trafficking in Nevada*
- **When I Grow Up**  
*Writing and international travel with this organization helping end extreme poverty around the world*

- ▶ **Website Manager & Testing Coordinator** **2011 - 2012**  
*Mount Rogers Adult Education • Abingdon, Virginia*
  - *Graphic designer for print materials, regional advertising and promotional items*
  - *Developed new website and trained staff on content management*
  - *Worked with office staff to schedule and organize GED testing*
- ▶ **Director of Communications** **2008 - 2010**  
*Stonebriar Community Church • Frisco, Texas*
  - *Leadership including budget and project management*
  - *Managed the communications and creative staff team*
  - *Senior writer and editor for publications including monthly Connections magazine*
  - *Media relations and vendor negotiations*
  - *Managed large-scale signage project and digital signage system*
  - *Helped maintain quality branding and image for Senior Pastor Chuck Swindoll*
- ▶ **Communications Specialist** **2006 - 2008**  
*Texas Presbyterian Foundation • Irving, Texas*
  - *Graphic designer for all business resources and promotional materials*
  - *Writer and editor of press releases, print publications and e-newsletters*
  - *Website content manager and staff photographer*
- ▶ **Coordinator of Public Information** **2005 - 2006**  
*Ozarks Technical Community College • Springfield, Missouri*
  - *Wrote press releases and articles to share with local media outlets*
  - *Managed e-newsletters for the college, Alumni, and President's office*
  - *Assisted with graphic design, photography and website content management*

## EARLIER EXPERIENCE

- ▶ **Layout Artist & Editor** **2003 - 2005**  
*National Youth Ministries • Springfield, Missouri*
- ▶ **Business Reporter** **2003 - 2005\***  
*Springfield Business Journal • Springfield, Missouri*  
*\*Freelance Writer 9/03 - 10/05*
- ▶ **Managing Editor** **2002 - 2003**  
*Willard Cross Country times • Willard, Missouri*
- ▶ **Video Editor & Operator** **2000 - 2003**  
*Associate Producer for Weekend Newscast*  
*ABC/KSPR -TV • Springfield, Missouri*