

JENN BROWN



417-693-0681



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www.jenncbrown.com

WRITER • DESIGNER • CREATIVE • LEADER

EDUCATION

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

SKILLS & HIGHLIGHTS

- **Proficient in Adobe Creative**
- **Proficient in Google Business & Microsoft Suite**
- **Project Management Experience**
Wrike, Monday.com, Trello, Asana
- **Website Design & Development**
- **Social Media Management & Design**
Meta Business Suite, Hootsuite, Sprout Social
Content Strategy, Canva
- **Media Relations & Vendor Negotiations**
- **Email Marketing & Content Design**
Mailchimp, Constant Contact, My Emma
- **Photography & Copywriting**
- **Conference Branding**
- **Promotion & Merchandising**
- **Survey Research & Implementation**
SurveyMonkey, Google Surveys

PROFESSIONAL EXPERIENCE

- ▶ **Director of Communications** 2020 - 2024
Schweitzer Church • Springfield, MO

In this role, I increased engagement, awareness and understanding of the organization through consistent marketing, communication and brand strategy. Key projects included an organizational rebrand, new website, branding support for launch of two additional non-profits, volunteer recruitment and growth, and increased digital engagement through social media and e-mail campaigns.

- Served on the leadership team responsible for organizational strategy
- Managed creative team of designers, writers, videographers and photographers
- Developed content for print, web, video and social media
- Lead editor for church magazine, produced six times a year

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

As a member of the UITS Communications team, I supported the university as a writer, designer offering communications strategy for campus-wide communication initiatives.

- Worked alongside the Communications Director and IT partners to provide support and communication for outages, major projects and special 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. Additionally, I recruited and managed volunteer events and opportunities.

- Served as the organization's media relations contact and spokesperson
- Designed, edited content for publications and managed website
- Event strategist, designer 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 strengthening overall brand awareness. A few highlights include: website redesign project, growth of social media following by a 150%, and developed branding kit for regional conferences.

- Graphic designer for print, web and social media materials
- Managed video production team responsible for online videos and podcasts
- Managed print and digital content strategy
- Oversaw regional marketing and advertising campaigns

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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**
- **Canva, Shopify & Squarespace**

VOLUNTEERING

- **Lost & Found Grief Center**
Facilitator for young adult grief support group
- **Earth Day Music Festival**
Social media and graphic design support for annual music and sustainability festival in Springfield, Mo.
- **James River Basin Partnership**
River clean-up volunteer for various projects
- **Beautiful Lives Boutique**
Providing an opportunity for women to encourage women through shopping
- **Awaken**
Graphic design support for anti-trafficking organization in Northern Nevada

- ▶ **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*
 - *Maintained 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*

ADDITIONAL EXPERIENCE

- ▶ **Freelance Design & Music Instructor** **2011 - Present**
Brownstudy Creative & Jenn Brown Music
- ▶ **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