

JENNIFER BROWN



417-693-0681



jennbrown77@gmail.com



Springdale, Arkansas

SKILLS

- **Proficient in Adobe Creative Suite**
Photoshop, Illustrator, Premiere, Indesign
- **Website Design & Development**
WordPress, HTML, SEO, Social Media
- **Photography & Video Production**
- **Media & Vendor Negotiations**
- **Musical Performance & Teaching**

EDUCATION

- **University of Kansas**
MBA Foundation of Business Certificate (2017)
 - **Missouri State**
BS Media Production & Communication (1999)
Marketing Minor
- > *Music Together Teaching Certification*
> *HTML & Web Development Certification*

ACCOMPLISHMENTS

- Increased company social media engagement by 150% in four years
- Business reporting & TV news credits
- Conference branding, promotion and merchandising
- Strong design & video portfolio
- Click to view my complete work history on [LinkedIn](#).

With an extensive portfolio of writing, design and video production, I have much to offer as a communications and marketing professional. Having worked in every area of communications from newspaper reporting to video production to graphic design and web development, I am eager to see what's next in my career and hope to find the perfect role based in Northwest Arkansas.

WORK EXPERIENCE

Director of Communications **02/2013 - 06/2017**
LifePoint Church • Minden, Nevada

As part of the creative team at LifePoint I served as a designer and director who brought ideas to life while also strengthening overall brand awareness. A few highlights include: managing the website redesign project, growing our social media engagement by more than 150%, and designing new branding materials.

- *Print & digital graphic design including apparel, logo, and promotional designs*
- *Video production, editing and management of video production team*
- *Writing and editing for weekly publications and social media platforms*
- *Website design, development, SEO and advertising management*

Freelance Designer **11/2010 - 02/2013***
Brownstudy Creative • Virginia, Nevada & Arkansas

While living in Virginia, my primary role was as a graphic designer. I helped local companies establish and extend their brands by creating print publications, websites and promotional videos. **I continue to do freelance work for several clients today.*

- *Print design of all sizes small to large (business cards to billboards)*
- *Video production, editing, and photography*
- *Teacher of private piano lessons and family music classes; piano accompanist*
- *Website design and development; social media management and analytics*

Director of Communications **09/2008 - 11/2010**
Stonebriar Community Church • Frisco, Texas

I worked alongside senior leadership to manage our communication strategy. This included working with a team of directors and managing the creative team.

- *Leadership including budgeting and staff supervision*
- *Senior writer and editor for all publications including monthly magazine*
- *Project manager and designer for print, e-newsletters, website, and campus signage*

Additional Experience

Communications Specialist **12/2006 - 09/2008**
Texas Presbyterian Foundation • Irving, Texas

Coordinator of Public Information **09/2005 - 5/2006**
Ozarks Technical Community College • Springfield, Missouri

Business Reporter* **02/2003 - 10/2005**
*Springfield Business Journal • Springfield, Missouri • *Freelance 9/03 - 10/05*