

# JENN BROWN



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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

- ▶ **Marketing Coordinator** **Current Role**  
*Lost & Found Grief Center • Springfield, MO*  
Works as a hands-on creative to develop and share marketing materials including print, video, web and social media.
- ▶ **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.
  - 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*