

Jennifer Schaefer

director of marketing

Passionate, driven, and creative leader with a well-rounded marketing background encompassing strategy, communications, social media, design, and branding. Deadline and detail driven with a proactive and positive attitude; a big picture thinker with high energy. Committed to making significant and visible impact with a growing company. Customer centric professional who collaborates and works effectively across all levels of an organization.

PERSONAL SKILLS

- Integrity
- Communicator
- Collaborator
- Multipotentialite
- Proactive
- Detail Oriented
- Time Manager
- Tech Savvy
- “Do Whatever it Takes” Attitude

CORE COMPETENCIES

- Marketing Management
- Brand Building
- Brand Management and Compliance
- Brand Strategy
- Social Media and Website
- Integrated Marketing
- Strategic | Marketing Planning
- Materials Development | Design & Layout
- Technical and Creative Writing

TECHNICAL SKILLS

- Graphic Design | Layout Tools: Adobe Creative Suite - InDesign, Illustrator, Photoshop, Canva
- Microsoft Tools: Sharepoint, Office, OneNote, Project
- Email Marketing: MailChimp, Constant Contact, Survey Monkey, Apptivo
- CRM: Apptivo, Cosential, Salesforce, Deltek Vision
- File Sharing Tools: DropBox, Box, Google Drive
- Website | CMS Tools: WordPress
- Communication Tools: Zoom, Slack, Teams, Skype, GoToMeeting, Google Hangouts
- G Suite
- Other: Miro, Loom, MindJet, DropinBlog, Disqus, EventsXD

CONNECT WITH ME

 [linkedin.com/in/jenniferlschaefer](https://www.linkedin.com/in/jenniferlschaefer)

EDUCATION & CERTIFICATION

B.S. Marketing, Minor in English
Southern New Hampshire University
Graduated Summa Cum Laude

WORKING WITH ME

"In our time working together, Jennifer served as the Corporate Marketing Manager, overseeing myself and two additional coordinators. Jennifer proved time and time again to be a fantastic resource for all things marketing. She consistently pushed for collaborative and innovative approaches to problem solving. Her attention to detail aided in the completion of many a job-winning proposals and set an admirable standard for all materials generated by the marketing department. Jennifer is truly a master of her craft."

*- Alyssa Andrews,
Marketing Coordinator, Brycon*

Jennifer is a team-player who always keeps the best interests of the company and the project in mind. She's able to drill down into the details while also helping her team keep their eye on the bigger picture. She is thorough, creative, and a true pleasure to work with.

*- Marni Schribman
Communications Manager,
North Carolina
Healthcare Association*

PROFESSIONAL EXPERIENCE

MARKETING MANAGER Design Service Professionals 2019-Current

- Working in a distributed environment.
- Develop and ensure the effective implementation of the overall marketing and business development strategy.
- Create a comprehensive social media strategy and ensure its effective execution.
- Initiate and maintain marketing event and social media calendar.
- Digital and print content creation.
- Client and market research.
- Measure, enhance, and enrich brand awareness through various goals and objectives.
- Establish positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments.
- Collaborate with the creative team to develop creative briefs.
- Conceptualize and execute on multi-channel campaigns.
- Manage content and updates for customer and internal touch points.
- Identify effectiveness and impact of current marketing initiatives with tracking and analysis, and optimize accordingly.

CORPORATE MARKETING MANAGER Brycon 2015 -2018

- Spearheaded corporate-wide marketing, communications, and branding and oversaw marketing coordinators.
- Collaborated with sr. leadership to develop and execute strategic plan.

MARKETING MANAGER Henderson Engineers 2011 - 2014

- Responsible for marketing and business development efforts in all areas for local office.
- Wrote technical and creative content for print and digital media.
- Developed and executed regional strategic plan including goals, objectives, budget, target market and clients.

MARKETING MANAGER Austin Bridge & Road 2008 - 2011

- Developed regional strategic plan including goals, objectives, budget, target market, clients
- Responsible for marketing and business development efforts including relationships, project pursuits, interviews, developing collateral, advertisements, award submittals.