

JENNIFER M. WASHBURN

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Overview

A marketing professional with fifteen years' experience in marketing, public relations, and community involvement

Experience

Carousel Student Tours, Inc.

June 2010 – Present

Marketing Manager

- Developed efficiency-enhancing workflow/process improvements that made it possible to accommodate increasing responsibilities necessitated by staff reductions
- Manage office staff and follow up on progress of all domestic/international programs through to completion
- Prepare proposals and quotes for domestic and international tours and ensure that each program stays within budget
- Create and develop marketing promotional content across various online channels
- Create e-Newsletters promoting international and domestic programs
- Created new company website
- Manage and maintain company's website content
- Implemented new marketing programs to increase enrollment and develop new clients
- Manage cross-channel social media content
- Analyze and report on the success of cross-channel marketing initiatives
- Create press releases announcing new services and promoting homestay programs
- Create PowerPoint presentations for meetings, tradeshow, and presentations
- Facilitate and present at informational meetings for school boards, teachers, and parents
- Updated company's branding
- Oversee and manage outbound/inbound international programs
- Create new business opportunities with schools and international companies
- Develop and implement marketing outreach programs
- Skilled at interviewing and hiring staff for international exchange programs
- Develop and maintain company's SEM & SEO strategy
- Improved customer online experience by introducing online payments and enrollment forms

Onset Computer Corporation, Bourne, MA

February 2007 – June 2010

Marketing Communications Specialist

- Managed production of product training webinars
- Created press releases announcing new products and promotional materials
- Created content for company's web site
- Created online ad copy for online magazines, e-Newsletters, and online journals
- Oversaw development of landing pages for online advertising
- Created reports to measure success of online campaigns
- Developed case studies and application stories showcasing the company's product line
- Developed and implemented marketing outreach programs
- Developed and coordinate marketing collateral for trade shows
- Created PowerPoint presentations for webinars and trade shows
- Responsible for creating three e-Newsletters per month
- Coordinated marketing collateral for new products
- Implemented and managed online marketing program to generate new leads
- Managed \$100,000 online advertising campaign
- Oversaw production of catalogs

Portage Environmental, Cape Cod Project Office, Camp Edwards, MA May 2004 – April 2006

Community Involvement Specialist

Client: Impact Area Groundwater Study Program (IAGWSP)

- Managed and coordinated support for public meetings
- Coordinated and managed community outreach events
- Created press releases
- Developed PowerPoint presentations for public and internal meetings
- Created press kits for community outreach program
- Created content for client's website
- Worked with the IAGWSP's Community Involvement staff to develop and implement community outreach programs and collateral
- Worked closely with state and federal regulators to coordinate the program's informational needs
- Developed internal handbook on how to coordinate public meetings
- Implemented external outreach initiatives within the community
- Approved and managed documents for client's administrative record
- Coordinated direct mailing pieces for public meetings and events
- Maintained mailing lists and information databases
- Coordinated and supervised vendor services

CH2M HILL, Cape Cod Project Office, Camp Edward, MA

April 2002 – November 2003

Community Involvement Technician

Client: Impact Area Groundwater Study Program (IAGWSP)

- Managed and coordinated support for public meetings
- Provided community involvement support for Remediation Specialist
- Created content for client's website
- Worked with the IAGWSP's Community Involvement staff to develop and implement community outreach programs and collateral
- Worked closely with state and federal regulators to coordinate the program's informational needs
- Implemented external outreach initiatives within the community
- Developed collateral for the Massachusetts Military Reservation's Information Repository
- Wrote meeting minutes
- Created newspaper advertisements
- Coordinated direct mailing pieces for public meetings and events
- Maintained mailing lists and information databases
- Coordinated and supervised vendor services

ON THE WATER MAGAZINE, Falmouth, MA

September 2001 – March 2002

Advertising Sales

- Generated new accounts
- Developed marketing campaign for new clients
- Created Travel Destination Column
- Provided public relations at trade shows

CRAMER PRODUCTIONS, Norwood, MA

June 2000 – August 2001

Account Coordinator

- Created proposals to generate sales
- Managed and supported client meetings and events
- Coordinated production schedules
- Created budgets for new accounts
- Project managed accounts for existing clients
- Managed budgets for accounts
- Provided administrative support for sales and marketing departments

BINSWANGER, Boston, MA

March 2000 – June 2000

Internship

- Developed sales support collateral
- Recruited new clients
- Organized contact database
- Researched and developed marketing support program

Education

KATHERINE GIBBS SCHOOL, BOSTON, MA

Associates Degree in Business Management, 2000

GPA – 3.8/4.0

References Furnished Upon Request