

Jennifer Bull

3718 N 101st Street | Omaha, NE 68134

m/t: 402.403.8322

e: JenniferNBull@gmail.com

Portfolio: www.JenniferNBull.com

CAREER SUMMARY:

I am a creative, published and highly-motivated marketing professional with a proven track record of providing exemplary work and strategic thinking.

I have 15 years of relevant experience with leading teams, copywriting, coordinating schedules, media relations, public relations, vendor relations, branding, print, social/digital media, web design, and research.

During my professional career, I have worked with a variety of industries including finance, education, health, fitness, event rentals, sports and recreation, aquatics, print production, wineries, fine arts, non-profit and retail.

SKILLS & COMPETENCIES:

Marketing: Strategic and Tactical Planning; Content Marketing; Copywriting; Radio Voice Overs; Media & Public Relations; Web and Social Media Strategies & Designs; Digital and Print Advertising; Media Buying; Advertising Design; Photo Direction; Art Direction; Data Analysis and Reporting; Brand Management; Trade Show and Event Design and Presentation.

Leadership and Management: Facilitating; Collaborating; Creating and Managing Budgets; Leading Teams; Defining Direct Report Goals; Administering Performance and Salary Reviews; Negotiating Contracts; Reviewing Materials for Legal Compliance and Quality Control.

EXPERIENCE:

June 2018-Current | Behavioral Health Education Center of Nebraska – Omaha, NE

Communications Coordinator

Responsible for developing BHECN's communications strategy and overseeing brand management. Orchestrate conferences and events to elevate BHECN's presence, and manage all digital and print communications.

October 2017 – Current | Children's Hospital & Medical Center - Omaha, NE

Marketing Consultant (Freelance)

Served as the liaison between the Children's Foundation and the Marketing Department, coordinating all requests for marketing projects; press releases, e-newsletters, copywriting, webpage updates, interviews, coordinating with vendors and fulfilling all requests for projects while keeping true to the brand and image of Children's.

May 2012 – August 2017 | The Salvation Army Ray and Joan Kroc Corps Community Center - Omaha, NE

Marketing Director

I built a responsive Marketing Department able to handle internal and external communications on a shoestring budget. I devised creative ways to do research and analysis to determine our target market and put together strategic plans, budgets and goals. Together with the team, we created successful, well branded marketing materials for a wide variety of internal and external applications which led to an increase in awareness of the Kroc Center, increased utilization of classes, programs, activities, and increased Membership numbers from 2,500+ to 3000+.

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Duties: Overall management of the department and delegation of projects; copywriting; public relations; press releases; conferences; public appearances; speaking points; speeches; trade shows; parades; media interviews and appearances for local radio and social media.

Technical Skills:

Windows PC/MAC
Digital & Video Camera
Graphic File Formats
Managing Hardware and Software

9 Years in Print Production
10 Years working with USPS bulk mail regulations, mailing lists and software

Software Knowledge:

InDesign CC
Illustrator CC
Photoshop CC
Muse CC
Acrobat
Business Catalyst
Microsoft Office

Word Press
Constant Contact
Hootsuite
Project Management Software
Website Content Management
Social Media & Digital Media
Management & Content Strategies

Education:

University of Nebraska - Omaha,
Bachelor of Science Degree
Major: Communications
Minors: Business Admin/Vocal Perf

Northern Arizona University
Flagstaff Arizona - 2 Years
Major: Public Relations/Vocal Perf

Passed the GRE to continue with Master's Degree

ASSOCIATIONS AND AWARDS:

Omaha Press Club Member 2016-2017 | Communications Committee Co-Chair 2018-Current, Communications Committee Member 2016-current

PRSA Member 2015-Current | Served on two committees in 2016

Sarpy Chamber of Commerce Member | Chairperson for Networking Group & Sarpy Chamber Ambassador

Omaha Chamber of Commerce Member

Bellevue Chamber of Commerce Member

Midwest Lampworkers Guild | Co-President (2006 –2008)

ISGB Member (2006-2008)

Alpha Sigma Lambda

Golden Key Honor Society

Dean's List

GPA: 3.79

Be sure to visit my online portfolio for samples of my work: www.jennifernbull.com