

JENY M. DOWLIN

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jenyd.com

Prescott, Arizona

Account/Project Management

Campaign Measurement/ROI

Content Creation

Data Analytics & Visualization

Editing/Proofreading

Graphic Design

Communication/Website Audits

Social Media Management

Stakeholder Communications

Strategic Planning

Website Development

Design: Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere Pro, Spark).

Web: HTML, CSS, WordPress, Joomla, and other CMS. Audit tools – Yoast SEO, site graders.

Social Media: Facebook, Twitter, Instagram, LinkedIn – account management, content creation, ad placement. SproutSocial, Co-schedule, SocialPilot.

Email: Constant Contact, Emma, MailChimp, Marketo, etc. Templates, formatting, list management.

MS Office: Word, Excel, PowerPoint, Outlook, SharePoint, Teams

Google: Drive - Docs, Sheets, Slides, Forms. Google Analytics. Google Ads

Plus: Zoom, Skype, SmartSheet, Airtable, Slack, Asana, Avaza

A skilled marketing professional, content creator and self-motivated problem-solver with experience in small business, corporate, agency and non-profit environments. I am driven to find the most efficient way to accomplish tasks, love a creative challenge and collaborating with others.

PROFESSIONAL EXPERIENCE

1/2016 – now | Creative Director, Interprose, Remote

Plan and execute visual concepts with Adobe Creative Suite for a variety of B2B tech clients and associations. Ability to turn copy and concepts into clear, compelling marketing designs in a fast-paced environment.

Developed and ran 60-day pilot program highlighting how older, owned resources could be organically promoted on various platforms (email, social media, portal) and garner new interest - averaged 86% more downloads.

Managed all aspects of weekly MailChimp email campaigns and list segmentation through Access/Excel for 39,000-member association.

Develop and manage website-related projects including SEO audits and site content refreshes.

Working knowledge of web and mobile standards and how they inform digital output.

6/2008 – now | Principal Consultant, The Khaki Giraffe, Prescott, AZ

Offer strategic planning, content creation and Wordpress development services to individuals, non-profits and small businesses. Responsible for publishing and pushing content daily on multiple digital platforms, including email, blogs and social media.

2/2014 – 6/2015 | Executive Marketing Administrator, Smart Grid Interoperability Panel, Remote

Provided marketing and communication services including graphic design, website copyediting, email content, event messaging, and on-brand collateral materials.

10/2009 – 3/2013 | Client Communications, EnerNex, Knoxville, TN

Managed EnerNex's push marketing efforts to clients (email, blog)
Primary Client: National Institute of Standards and Technology (NIST) and the Smart Grid Interoperability Panel (SGIP), a government-funded membership organization launched in Fall 2009. Served as main contact for SGIP Members -- 1,900 individuals in 770 organizations worldwide from 22 power stakeholder categories.

- Created and delivered external communications, including newsletters, PowerPoint presentations, collateral, client reports.
- Publicized SGIP's work via portal, email, social media and trade.
- Developed member application process and membership database.
- Represented SGIP at stakeholder meetings, industry conferences, trade shows.
- Supervised two administrative assistants and communicated pertinent, as-needed details to client project team of approximately 20 staff, 10 NIST clients, 26 Board Members and three Officers.

11/2008 – 9/2009 | Senior Client Consultant, Shelton Group, Knoxville, TN

Managed day-to-day marketing needs of three utilities and their energy efficiency efforts with state sanctioned measurements to accomplish.

Leveraged digital tools and social media to engage client markets in ways that led to improved relevance, affinity and preference.

Developed cost-effective, grassroots, two-city test marketing plan for leading international brand of gardening and crafting tools.

Sought opportunities to develop business with existing and new potential clients.

6/2007 – 7/2008 | Sr. Manager, Account Services, Moses Anshell, Phoenix, AZ

Led execution on programs ranging from strategic brand planning to direct-response campaigns for national brands with billings worth total of \$5+M. Within first six months, successfully executed the marketing needs (menus, print ads, emails) of two hotel rebrand launches, one resort renovation and three restaurant openings.

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CONTINUED

Additional Brand Experience

AARP
Ace Hardware
Arizona Grand Resort
Black Hills Energy
Citizens Clean Elections
Commission
ConAgra Foods
(Corporate, Healthy Choice)
Culligan
Dyneon
Ethernet Alliance
Forest Labs
Gemini Mobile Technologies
Hotel Casa Del Mar, Santa
Monica
IEEE (Various Societies)
Inspur
Jet-Puffed Marshmallows
LPGA
Navistar International
P & G (Pampers, Febreze®)
Shutters Hotel on the Beach
Snapware™
Smart Grid Interoperability Panel
South Carolina Electric & Gas
US Postal Service
XanEdu

Solid Industry Knowledge

Arts
Alternative Medicine
Associations & Non-Profits
Food & Beverage
Health & Fitness
Hospitality & Travel
Pharmaceutical, Healthcare
Public Utilities & Energy
Publishing
Technology

12/2004 – 4/2007 | Account Services Director, Revolution Agency, Phoenix, AZ
Led Snapware packaging design for five brand extensions and two new lines (revenue growth of \$8M to \$50M within two years). Collaborated with outside vendors (Costco, Target) on parameters for pallet and product packaging; directed team accordingly.

Hands-on involvement in each phase of client business, from campaign strategy through execution and measurement. Responsible for setting budgets and forecasts, developing estimates and managing estimated vs. actual costs for all clients.

Created agency systems including client orientation, brainstorm facilitation, account management and a 360-degree communications methodology.

6/2003 – 4/2004 | Director of Marketing, Symbiotics, Inc., Sedona, AZ

Directed all multi-channel and retail marketing initiatives—marketing plan, competitive analysis, packaging, sales collateral of over 30 products in five brand lines across Mass Retail, Health & Natural Retail, Sports and Healthcare Professional sales channels.

Saved 30% in media planning through negotiations and developing alliances while increasing editorial coverage - average monthly exposure to 1.3 million readers.

Ignited a 25% sales increase during a six-month period by creating custom marketing collateral for existing customers, dramatically propelling their product-line selling rate.

6/2002 – 6/2003 | Development/PR Manager, Northland Family Help Center, Flagstaff, AZ

Creatively produced a 50% donor growth within one-year period. Restructured donor recognition process, promoted awareness, and gained increased donors.

Successfully launched annual New Year's Eve fundraiser and a community outreach program focused on runaway youth.

On limited budget, redesigned and standardized all materials, from brochures to Web site to program logos.

10/2000 – 6/2002 | Senior Project Manager, FleishmanHillard, St. Louis, MO and Washington, DC

Pitched and executed \$200K content development project regarding 9/11 grief in 45-day period single-handed. Second most popular AARP online platform next 2 years.

Client liaison for all online components of customer evangelism, social marketing, multicultural campaigns, employee communications and reputation management.

Developed and presented marketing workshops on crisis communications, online media relations, and customer relationship management to internal and external audiences.

Built information architecture, performed editorial consultation, content writing and editing, and online PR.

8/1999 – 10/2000 | Online Content Producer, Oprah.com, Oxygen Media, Inc., Chicago, IL

One of only four producers to produce and manage content of Oprah.com. On top of TV show duties, handled Health & Fitness (Bob Greene), Lifestyle Makeovers (Cheryl Richardson), Oprah's Angel Network and Soul Stories (Gary Zukav) sections of site.

Led two site restructures in seven-month period as site expanded for O Magazine.

Pioneered live online chats with *The Oprah Winfrey Show* guests, including Dr. Phil and established internal protocols and trained colleagues.

1999 | Website Producer, Black Dog Design, Chicago, IL

1997 – 1999 | Account Executive, Grant/Jacoby, Chicago, IL

1997 | Communications Assistant, Communications for Management, Chicago, IL

1995 – 1997 | Administrative Assistant, American Academy of Pediatric Dentistry, Chicago, IL

EDUCATION & CONTINUED LEARNING

Bachelor of Arts in Journalism, Michigan State University, East Lansing, MI, 1994.

Certificate in Storytelling and Content Strategy, University of Washington, 2020.

Professional Certified Marketer, American Marketing Association, 2012.

Sandler Foundations Course, Conquest Training Systems, Phoenix, AZ, 2007.