

JENIFER A. VICK

319.241.4747

email@jenifervick.com

www.jenifervick.com

4433 Rushmore Drive NE

Cedar Rapids, IA 52402

MARKETING COMMUNICATIONS STRATEGIST

High-performing communications professional with evidence of progressive achievement and the ability to motivate diverse teams toward achieving organizational goals. Creative problem solver with contagious enthusiasm and a record of building collaborative relationships with staff, board affiliates, media, and community members. Key contributor to strategic business planning, consistently decreasing operational costs while increasing brand awareness. Dynamic organizational spokesperson with proven project management skills and a passion for creating positive change while working with others. Graduate of the 2006 Leadership for Five Seasons program.

Career successes in:

- Campaign Development and Implementation
- Team Building and Leadership
- Project Management
- Sales Strategy
- Strategic Alliances and Public Relations
- Relationship and Account Management
- Multimedia Marketing Communications
- Fundraising and Financial Management

PROFESSIONAL EXPERIENCE

THE ARC OF EAST CENTRAL IOWA, Cedar Rapids, IA

2004-2007

Resource Development and Communications Manager, 2005-2007

Resource Development and Communications Coordinator, 2004-2005

Advanced quickly to core management team for this non-profit organization focused on improving the quality of life for those affected by cognitive disabilities.

Accountable for annual department budget of \$195,000. Managed several critical areas of operations including membership retention and acquisition, corporate communications, public relations, and fundraising. Designed and implemented comprehensive resource development and communication program. Executed high-profile special events and direct mail campaigns, working closely with media outlets to promote special events. Contributed to executive-level vision, strategy, and leadership while supervising department staff, interns, and volunteer groups.

Organizational Achievements:

- Increased revenue by 40% for the Annual Awareness Walk. Secured corporate sponsors, managed more than 100 volunteers, and coordinated media coverage, attracting more than 700 attendees and successfully increasing community awareness for The Arc.
- Dramatically reduced printing expenses by 50% by partnering with a non-profit printer, increasing the funds available for other marketing initiatives.
- Brought website and graphic design in-house, resulting in a dramatic reduction in operating expenses.
- Built capacity through a strategic corporate partnership, saving more than \$3,000 a year in printing costs.

Marketing and Sales Results:

- Recipient of 2006 United Way of East Central Iowa Campaign Coordinator award.
- Replaced a stagnant annual fundraising raffle with two awareness-building luncheons, capturing more than \$20,000 in new donations.
- Replaced annual Buddy Walk with highly successful Arc March, designed a new logo, and moved the event to more strategic date, dramatically increasing participation and awareness for the organization.
- Successfully managed a \$700,000 capital improvement campaign requiring intense volunteer training, coordination, and recordkeeping.
- Garnered widespread publicity for seasonal gift wrap event featuring prominent community members as celebrity wrappers.

SAXTON INCORPORATED, Cedar Rapids, IA

1997-2001

Marketing Coordinator, 1998-2001

Administrative Assistant, 1997-1998

Promoted rapidly based on performance in administration and marketing roles with this commercial interior design and furniture dealership.

Directed communications and strengthened client relations through strategic marketing initiatives, using technology and strong organizational skills to effectively reach the target audience. Built lasting alliances with architects and designers through innovative marketing campaigns and communications. Organized company meetings and annual events, resulting in increased sales, brand awareness, and customer loyalty. Generated qualified sales leads and provided administrative support to sales department.

Organizational Achievements:

- Developed and maintained complex ACT! Database, capturing client information, project history details, and forecasting sales, effectively increasing corporate communications, and project tracking.
- Redesigned marketing library, resulting in a dramatic increase in sales department efficiency.
- Became a key liaison for product reps, coordinating lunch and learn events, updating materials indexes, and assisting with presentations.

Marketing and Sales Results:

- Successfully implemented a year-long incremental product awareness promotion, strengthening ties with more than 100 commercial architects and designers.
- Designed PowerPoint presentations and developed hard-copy marketing tools for sales and design departments.
- Selected to coordinate key corporate events, including a PM Exchange in partnership with the Cedar Rapids Chamber of Commerce.

EDUCATION AND TRAINING

MOUNT MERCY COLLEGE, Cedar Rapids, IA

2005

Bachelor of Arts in Communication, Public Relations emphasis

- Selected to participate in the Marketing and Communication Strategies Reality Marketing program.
- Received the Sister Mary Agnes Hennessy Communications Award for outstanding contributions to the communication arts.
- Recipient of the Student Development Leadership Award for outstanding leadership qualities and an exemplary attitude.

KIRKWOOD COMMUNITY COLLEGE, Cedar Rapids, IA

2003

Liberal Arts

- Social Science Outstanding Student Award
- Phi Theta Kappa Honor Society Member
- Alpha Eta Rho Outstanding Member

Technology Summary:

Proficient in Microsoft Word, Excel, Access, PowerPoint, Outlook, Publisher, and FrontPage, as well as ACT! 2000. Working knowledge of Adobe GoLive, Illustrator, InDesign, and PageMaker.

COMMUNITY INVOLVEMENT

Leadership for Five Seasons, Community Trustee

St. Luke's Hospital Center for Women's and Children's Health, Patient and Family Advisory Council Member

Fifteen in 5 Linn County Early Childhood Initiative, Marketing Committee Member

Cedar Rapids Public Relations Society of America, Member

Association for Fundraising Professionals, Member, 2006-2007

Communiqué, Public Relations Firm of Mount Mercy College, Director, 2004-2005

Foundation 2, Discoveries Program, Advisory Group Member, 2001-2002

The History Center, Volunteer, 1999-2000

Big Brothers Big Sisters, Big Sister, 1995-1997