



Jennifer Barnes

Specializing In:

- **Public Relations Management**
 - **Strategic Marketing**
 - **Social Media**
- **Communications & Crisis Management**
 - **Media Relations**

Get to know me a little better by visiting

www.jennifer-barnes.com

See examples of my work and learn a little more about my background and experience.



Jennifer Barnes

Director, Marketing & Communications & PR

- Manager of Communications and Marketing Team
- Strategic Marketing for multiple division development, new locations, and parent company
- Brand Development for parent company and multiple division launch
- Brand / Logo Item Director—from concept to creation and delivery—all wearables, retail, and team logo items
- Social Media Manager - established presence, created content, promotions and programs throughout multiple social media platforms for multiple divisions
- Media Relations - primary contact, statements, interviews, press conferences - alerts, releases, & media kits
- Team Culture & Events - promotions, events, programs, activities
- Customer Experience - manage full details of customer experience and public relations
- Online Reputation Manager - reviews, branding, customer service response, and ongoing monitoring
- Project Manager - new location - design & development - worked with contractor, designer, & team to launch
- Event Management—marketing, promotions, advertising, placement, & partnerships
- Establish solid brand awareness across multiple platforms - traditional and non-traditional
- Media and Partnerships & Ad placement graphics & negotiations



Director of Marketing & PR

- Complete event management (100-6000 attendees)
- Hotel negotiations & contracts, reservation packages and coordination, speaker & entertainment logistics
- On-site Lead Coordinator , Event graphics, signage & promotion
- Created and produced training and educational materials for use in print, electronic, & online
- Customer Service management
- Marketing and promotion of products and events



Regional Director, Marketing & Communications, Southeast Division

- Managed multiple media markets including all areas of media coverage (TV, Print, Radio, Outdoor)
- Spokesperson for activities, events, and campaigns
- Coordinated local Managers for community promotion
- Worked with community leaders to achieve promotional, fundraising, & education campaign goals
- Worked in conjunction with Division and National Marketing team on special projects and National goals



Station PR/Marketing Director

- Developed promotional opportunities for community partners, the station, and national and local businesses
- Worked with sales teams to deliver high quality, solid brand promotions for on air and in the community
- Created a community event - FAMILY FEST with thousands attending the one day festival with local vendors & national guest appearances.
- Represented the station in various community boards and committees



University of South Carolina

- BA, Journalism and Mass Communications
- Advertising and Public Relations
- Psychology, minor



The Tech Stuff

- Office Suite - Outlook, Word, Publisher, PowerPoint, Excel
- Adobe Creative Suite - Illustrator, Photoshop
- Email Client & Survey Services
- Website Builder

