

Jennie Ford
September 2016
Curriculum Vitae

Director of Digital Marketing
Stevens Strategic Communications Inc.

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Westlake, OH 44145
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EDUCATION

2014: Masters of Applied Communication Theory and Methodology, Cleveland State University

G.P.A: 3.7

Capstone: New Media Technologies

Advisor: Dr. Cheryl Bracken

2012: B.A. in Communication (Magna Cum Laude), Cleveland State University

G.P.A: 3.7

Capstone: Managing Organizational Teams

Advisor: Dr. Anup Kumar

ACADEMIC EMPLOYMENT HISTORY

08/2012– 01/2014: Teaching Assistant, School of Communication, Cleveland State University

TEACHING EXPERIENCE

2012 Fall	Teaching Assistant, COM 101, Intro to Communication Dr. Francis Dalisay, Instructor
2013 Spring	Teaching Assistant, COM 226, Mass Media & Society Professor Jeffrey Bolt, Instructor
	Teaching Assistant, COM 303, Communication Inquiry Professor Jeffrey Bolt, Instructor
2013 Fall	Teaching Assistant, COM 327 Media Criticism Dr. Bob Abelman, Instructor
	Teaching Assistant, COM 322, Interracial Communication Dr. George Ray, Instructor

2014 Spring **Teaching Assistant, COM 101, Intro to Communication** Professor
Jeffrey Bolt, Instructor

INVITED LECTURES

2014 Fall PRSA Non-profit Day, PRSA
Group Topic: Social Media Strategy

2013 Spring Public Relations, Cleveland State University
Group Topic: Journalism and Promotional Communication

2013 Spring Communication Inquiry, Cleveland State University
Group Topic: Content Analysis

SERVICE ACTIVITIES

2015 Spring Junior Diabetes Research Foundation 18th Annual Beach Ball Gala,
raised awareness to JDRF through the use of social media by holding
a tweet-a-thon.

2013 Spring Dean Supply Mural, worked closely with the City of Cleveland's
Mural My Neighborhood to obtain a mural that depicted the
importance of the food market district.

2014 Summer Hopewell therapeutic farm, managed social media to engage large
donors at Annual Summer Solstice, which raised a record-breaking
\$200,000.

2006 Summer Selfless service in support of 73rd Ordnance Battalion Ball

PROFESSIONAL EXPERIENCE

2016- Present **Digital Marketing Manager, Goldstein Group Communications
Inc., Solon, OH.**
Duties include: Developing and executing campaigns that attract
site traffic, convert that traffic into new leads for the client, and
nurture those leads to close into customers. Use subject matter
experts to write highly technical manufacturing content that
speaks to the client's key audience. Build and manage client's
social media profiles and presence including Facebook, Twitter,
LinkedIn and additional channels that may be deemed relevant to
drive consistent, relevant traffic and leads. Manage both on-page
and off-page SEO for all clients. Manage the set-up and strategy of
all paid campaigns.

- 2013-2015 **Director of Digital Marketing, Stevens Strategic Communications Inc., Westlake, OH.**
Duties include: Weaving social media channels such as Facebook, Twitter, YouTube, LinkedIn and Google+ into content marketing strategies. Reporting and provide ongoing tracking and analysis of consumer site behavior through market analysis, competitive analysis, site analytics and social media insights. Managing paid advertising campaigns through Google AdWords, Facebook, and LinkedIn.
- 2013-2014 **Marketing Research Assistant, Cleveland State University, Cleveland, OH.**
Duties included: Wrote marketing research proposals and gave presentations to companies to improve profitability. Researched and wrote grants to fund international university partnerships. Assisted and conducted marketing research including focus groups, questionnaire design, surveys and data analysis (Anova, Conjoint, Cluster)
- 2012-2013 **Social Media Strategist, Dean Supply, Cleveland, OH**
Duties included: Created and managed various marketing Campaigns and surveys. Built a brand strategy by developing and executing a profitable e-commerce marketing plan.
- 2012-2013 **Social Media Specialist, Cleveland Boudoir, Cleveland, OH**
Duties included: Managed social media properties (Facebook, Twitter) included daily monitoring, posting, and content development.
- 2012 **Intern Marketing Assistant, The Cleveland Foundation, Cleveland, OH**
Duties included: Developed Green Power Purchasing Program with utilities and other stakeholders like the EPA and Green Power Partnership. Created, designed and implemented a children's outreach program after successfully piloting a blade design challenge at the First Annual Euclid Wind Festival. Visually enhanced their strategic campaign through graphic design and social media to simplify and effectively communicate the benefits of offshore wind to the general public, companies and elected officials.
- 2010-2011 **Loan Processor/ Teller, First National Bank of McGehee, McGehee, AR**
Duties included: Accountable for \$150,000 in the ATM and vault. Explained and sold bank products and services to customers.

Accepted loan applications and pulled credit reports as well opening and closing accounts. Contacted customers to collect all documents necessary to close a loan. Typed loan contracts with speed and accuracy.

2005-2007

94R Avionics Communication Systems Repairer, North Carolina National Guard, Salisbury, NC

Duties included: Installed electrical and electronic components, assemblies, and systems in aircrafts, using hand tools, power tools, or soldering irons. Tested and troubleshot instruments, components, and assemblies, using circuit testers, oscilloscopes, or voltmeters. Maintained repair logs by documenting all preventative and corrective aircraft communications maintenance. Conducted routine and special inspections as required by regulations.

CERTIFICATIONS

2015 Winter	Hubspot Inbound, Hubspot
2015 Spring	Google AdWords
2015 Spring	Hootsuite (Social Media Management System)
2014 Fall	Google Analytics

COMMUNICATION RESEARCH

Ford, J. (2014). *LOOKING AND LIKING: APPLYING INFORMATION PROCESSING TO FACEBOOK ADS*. (Electronic Thesis or Dissertation). Retrieved from <https://etd.ohiolink.edu/>

Bracken, C., Ford, J., Poland, J., Yang, H (2014) *DOES SEX REALLY SELL?* Submitted to Conference.

AWARDS

2012 Spring	Lambda Pi Eta
2012 Summer	Scholarship to attend Renewable Energy Conference, Washington D.C.
2005 Summer	Top 10% of Cycle for Basic Combat Training Brigade
2007 Summer	Honorable Discharge from United States Army

MEMBERSHIPS

2015- Present	Bretton Ridge Homeowners Association
2014- Present	Bretton Ridge Women's Club
2014-2016	PRSA National and Cleveland Chapter
2014	American Marketing Association
2012	Student Veterans of America