

jennifer jones, ms cae iom

objective

Earn a position in which I can apply my knowledge of business administration, interpersonal communication, social media, and the public and private sectors gathered through the attainment of an advanced degree and practical on-the-job experience, while learning from my peers, gaining an increased understanding of industry concepts.

education

2004 – 2006 DEPAUL UNIVERSITY CHICAGO, IL
DePaul School of Public Service, Master of Science, June 2006
Public Service + Nonprofit Administration
DePaul Public Service Fellow, 2006
New York Public Management Finalist, 2006

1997 – 2003 EASTERN MICHIGAN UNIVERSITY YPSILANTI, MI
Bachelor of Science, May 2003
Journalism & Sociology

relevant computer knowledge

PC and Macintosh environments, Adobe Creative Suite [including PhotoShop, InDesign, Illustrator, Acrobat, etc.], social media + Web2.0 communication vehicles, Microsoft Access, Microsoft Office [including Word, Excel, PowerPoint, etc.], Microsoft Visual FoxPro, Allegiance, HTML, DreamWeaver/FrontPage, communication software [web browsers, various email programs], digital editing programs, Adobe PageMaker.

professional work experience

SEPT. 2014-PRESENT

AMERICAN INSTITUTE OF ARCHITECTS, SAN FRANCISCO (AIA SF)

San Francisco, CA

CENTER FOR ARCHITECTURE + DESIGN (CAD)

EXECUTIVE DIRECTOR

As executive director and chief executive officer of AIA SF (501(c)6) and the Center for Architecture + Design (501(c)3), Jenn formulates new policies and long-term strategies with staff and volunteer leaders to encourage engagement and increase the visibility of both organizations. Through effective management, leadership, planning and programming, Jennifer strives for constructive growth of the organizations and members practicing architecture in the Bay Area, and beyond. Since joining the chapter in 2014, Jenn has:

- Balanced AIA SF's budget through the introduction of new sponsorship and non-dues revenue strategies, transitioning the organization from -\$370K net in FY2014 to an estimated net surplus of \$100K for FY2016.
- Increased volunteer engagement and event attendance by reinvigorating committees, membership, and past volunteer leaders. AIA SF member retention reached an organizational high of 96% in 2016, with an increase in membership of 11%.
- Reinvigorated lagging organizational partnerships with allied organizations in the AEC sector, creating programming and revenue-generating opportunities.
- Spearheaded relationships with San Francisco Planning Department, Planning Commission, and Board of Supervisors to positively impact the built environment in the Bay Area. Drafts and delivers statements on behalf of the organization at public hearings. Contributes organizational commentary on draft guidelines and regulatory language based on Board and Committee input.
- Brought AIA SF and CAD into IRS and California tax compliance, introducing bylaw amendments, Form 990 governance policies, and operational/oversight policies.

SEPT. 2006 – AUG. 2014

INTERNATIONAL ASSOCIATION OF LIGHTING DESIGNERS (IALD)

CHICAGO, IL

DIRECTOR, INTEGRATED COMMUNICATIONS + TECHNOLOGY [JAN. 2010 – SEPT. 2014]

MANAGER, MARKETING + COMMUNICATIONS [SEPT. 2006 – DEC. 2009]

- Directed an internationally focused rebranding effort and subsequent web site [Association Trends 2008 All-Media Gold Winner, Web Site], collateral redesign, and brand video [Association Trends 2008 All-Media Bronze Winner, CD/DVD] coordinating brand launch to coincide with IALD's Annual Meeting.
- Developed and implemented IALD social networking strategy, including presence on Twitter [@IALD], Facebook, LinkedIn, YouTube, and Google+ to promote lighting design community, communicating industry developments, and providing legislative and regulatory updates [2009 Association Trends Publishers Award for 'We Messed with Texas' campaign; 2009 Association Trends Gold Winner, Social Networking; 2010 IABC Gold Quill Award of Merit, Issues Management & Crisis Communications; 2009 Nonprofit PR Awards, Honorable Mention, Crisis Communications].
- Brought production of annual awards brochure in-house, creating an additional source of revenue for the association via advertisement sales. [2012 Association Trends Gold Winner, Commemorative Brochure; 2009 Association Trends Silver Winner, Annual/Quarterly Publication; 2009 Association Trends Bronze Winner, Commemorative Brochure; 2008 Association Trends Silver Winner, Commemorative Brochure].
- Programmed and launched IALD LightMap, an interactive Google Map-based interface allowing users to find examples of quality lighting design in their area, read descriptions of projects, view images, and plan a walking tour. [2010 Association Trends Silver Winner, Web Sites]
- Submitted and/or edited material for inclusion in trade & consumer publications, requiring effective written and oral communication consistent with the organization's vision, mission, and branding efforts.
- Ongoing responsibilities include supervision of marketing staff, contract workers, designers, and consultants; ghostwriting scripts and editorial pieces for the association president; press release development and dissemination; creation of membership retention/renewal, annual event, and strategic tradeshow messaging and collateral.

APRIL 2005 – JULY 2006

SMITHBUCKLIN CORPORATION

CHICAGO, IL

MARKETING & COMMUNICATIONS COORDINATOR

- Served as primary marketing contact for as many as 8 non-profit associations in the healthcare, technology, and business sectors concurrently.
- Chief responsibilities included budget development and reconciliation, drafting marketing plans, as well as critical date development and tracking.
- Created evocative and inspired marketing collateral targeted to each independent association for membership and annual meeting promotion, including yearly theme design, advance programs, on-site programs, advertising, newsletters, at-show dailies, telemarketing scripts, stage scripting, PowerPoint slide development, email blasts, and web site maintenance.
- Responsible for supervising and mentoring direct-report team members on accounts and making presentations to clients and external volunteer boards regularly.

MARCH 2004 - APRIL 2005

CHICAGO HISTORICAL SOCIETY

CHICAGO, IL

MARKETING & COMMUNICATIONS MANAGER

- Main responsibilities included writing and proofing press releases, creating the institution's bi-monthly media calendar, working with media outlets to ensure calendar listing placement, writing the monthly executive board update, and contributing to CHS' electronic newsletter.
- Revamped marketing invoicing, payment, and budgeting systems by developing a new strategy for tracking outstanding purchase orders. A new Microsoft Access database was created in order to compile over 15 mailing lists and eliminate duplicate entries.
- Supervised department interns and event volunteers.
- Assisted in monitoring and coordinating media coverage; handling press requests for interviews or information; and supervising media events.

JULY 2003 - MARCH 2004

PROFESSIONAL CONVENTION MANAGEMENT ASSOCIATION

CHICAGO, IL

PRODUCTION COORDINATOR, CONVENTION & PCMA

FEB. 2002 - JULY 2003

WEMU, NATIONAL PUBLIC RADIO AFFILIATE

YPSILANTI, MI

MARKETING & DEVELOPMENT ASSOCIATE

DEC. 1999 - FEB. 2002

ALL MEDIA GUIDE ANN ARBOR, MI

COPY EDITOR AND POP/ROCK CONTRIBUTOR

leadership roles + professional presentations

AMERICAN INSTITUTE OF ARCHITECTS ANNUAL CONVENTION

Presenter, 100 Resilient Cities, May 2016

INTERNATIONAL ASSOCIATION OF LIGHTING DESIGNERS (IALD)

Moderator, Social Media and the Lighting Design Practice, IALD Enlighten Americas, Oct. 2012

AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES (ASAE)

Presenter, We Messed With Texas: Utilizing Social Media In Crisis Communications, ASAE Tech Conference, Feb. 2010

Writer, Messed With Texas: Using Web 2.0 in Crisis Communications, Government Relations September 2009

Writer, We Messed With Texas: Using Web 2.0 in Crisis Communications, TechnoScope August 2009

Immediate Past Chair, Young Professional Committee, 2010

Chair, Young Professional Committee, 2007-2009

ASSOCIATION FORUM OF CHICAGOLAND

Editorial Working Group, 2014

Chair, Holiday Showcase Educational Content Planning Committee, 2009

Moderator, Developing a Social Networking Strategy, Holiday Showcase 2009

Chair, Communications Special Interest Group, 2008 & 2009

Presenter, Creating ROI: The Future of Association Meetings, Holiday Showcase 2008

Member, Professional Practices Committee, 2007-2008

Presenter, 'Marketing SIG – Annual Meeting Marketing Strategy & Tactics,' March 13, 2007

Member, Editorial Content Working Group, 2006-2007

ADDITIONAL PRESENTATIONS

Association Congress 2014, Panelist, Cross-Cultural Marketing

Association Congress 2014, Content Leader, Association Success Stories

Association Congress 2012, Presenter, Social Media for Results

Social Media for Results, Innovate to Motivate 2010: The National Conference for Political Involvement Professionals

summary of qualifications

Award-winning Certified Association Executive with several years of experience in high-visibility organizations in the non-profit sector; excellent written and verbal skills; vast experience with computers; specialist in interpersonal communication and social networks; extremely hard working; can work independently, as well as in groups; always eager to learn.