

JENNIFER A. GARDNER

JenniferAnnGardner@gmail.com · 773.454.0624 · @JagiferAnn

PROFESSIONAL EXPERIENCE

Startup Institute Chicago

Technical Marketing Student, October 2013 - Present

- Accepted into immersive career accelerator program, focused on developing the skills needed to be a high impact startup employee.
- Increasing fundamental marketing knowledge, including activities in strategy, content and email marketing, social media, analytics, HTML/CSS and SEO.
- Developed marketing plan designed to increase customer and artist engagement related to BucketFeet's #MadeToStandOut contest.

McDermott Will & Emery LLP, Chicago

Senior Project Coordinator, 2008-2013 Practice Development Coordinator, 2007-2008

- Project and process management, coordinated staff evaluation process including software customization, training and communications.
- Assisted the director of practice development with special projects and allocation of \$9 million marketing budget.

IT Administrative Specialist, 2004-2007

- Improved software license compliance and provided administrative support to global IT team.
- Audited telecommunications invoice, recovered approximately \$30,000 in monthly fees.

Chicago International Film Festival, Chicago

Ticket Agent and Travel Assistant, September-October 2004

- Seasonal position, scheduled international filmmaker travel and sold tickets at Festival venues.

Heartland Film Festival, Indianapolis, Indiana

Film & Research Coordinator, 2001-2004

- Involved in all aspects of the film selection process, including researching and reviewing films.
- Created marketing materials, wrote and edited film synopses and other content.

EDUCATION

Ball State University, Muncie, Indiana

Bachelor of Arts Degree in Telecommunications with minors in Film & French

Academic Honors in Writing, Honors College, Honors Undergraduate Fellow

ACTIVITIES

CIMA Interactive Marketing Certificate Program, DePaul University, Spring 2013

Mini-MBA, Loyola University, Fall 2012