

Jenn Bauer

1734 SW Market St. Portland, OR 97201 - jennbauer1@gmail.com - (775) 830-2634

EXPERIENCE

Portland Monthly Magazine

Portland Pages Account Executive & Coordinator | July 2012-Present

- Branded, launched, sold, and implemented *Portland Pages* society section in one of the top regional magazines in the nation
- Created brand awareness from the ground up via social media, web, print, and event marketing
- Prospected, established and grew client base for *Portland Pages*, along with soliciting sponsors to underwrite costs
- Proficient in Outlook, Excel, Word, HTML, PowerPoint, Facebook, Twitter, Instagram, Flickr
- Coordinated and executed event coverage at high profile branded events citywide
- Worked with minimal supervision in a fast-paced setting with the flexibility to handle parallel tasks and competing priorities

Event Marketing Intern | December 2011-June 2012

- Coordinated and implemented client campaigns including social media, marketing, and contests for corresponding events. Along with recruiting and coordinated event volunteers
- Researched and analyzed the current market to target areas for potential growth
- Assisted with print & web inquiries, presentations, meeting preparation, sales materials, and promotional collateral
- Wrote detailed recaps of all *Portland Monthly* events for client and staff distribution to use as a marketing sell-in tool

Henry V

Brand Ambassador Tillamook Cheese "Loaf Love Tour" | December 2010-October 2011

- Executed experiential mobile marketing tour across the Western United States
- Represented the brand voice via event marketing, social media, promotions, and PR interviews
- Collaborated with brand marketing, advertising partners, and public relations team to achieve consistent brand messaging

Rogue Ales

Pub and Event Marketing Assistant | September 2008-December 2010

- Supported CEO with day to day tasks and priorities
- Planned and coordinated events to build brand awareness
- Assisted in logistics and operations for all branches of Rogue

EDUCATION

University of Nevada | August 2003 - May 2008

B.S. Liberal Arts, Marketing Minor

Women's Track & Field Student-Athlete

ACTIVITIES & INTERESTS

Newport High School | October 2008 - June 2010

Girls Head Freshman Basketball Coach (2 Seasons)

Varsity Track & Field Sprint/Relay Coach (2 Seasons)