**Jennifer A. Welch**

1939 SE 41st Ave

Portland, OR 97214

860.990.7735

missjenniferanne@live.com



**Objective:** To obtain a marketing utilizing my unique skill set in online media, marketing, branding, sales, strategic partnerships, grassroots campaigns, digital word of mouth, general promotion, as well as my strong technical background and the extensive contacts I have acquired during my 9 years working in the business.

**Education:**

09/2000 – 05/2003 University Of Massachusetts at Amherst **Amherst, MA**

Bachelor of Science, Computer Engineering

Bachelor of Science, Computer Science

Minor Areas of Study; Math, Management

**Experience:**

07/2008 – present **Plus One Online Media, LLC Manchester, CT/Philadelphia,PA**

* Owned and operated by myself and a very small remote staff.
* The umbrella company that contains Nexus Online and Social Media Promotions, Rock In Pink Management, Rock In Pink Productions, ‘Lil Sites, as well as two confidential, in development web utilities.
* The subsidiaries within this umbrella work to achieve a broad range of goals; building new websites, creating a new online image, creating greater online presences for all types of brands, breaking brands into the social networks to increase recognition or work to reach specific goals, and much more!
* Currently working approximately 15-25 hours/week.

05/2007 – 09/2008 **Clear Channel Communications Hartford, CT**

* Organized a large scale, multi-market, price restructure for all online products, while working to follow loose company standards.
* Composed and deployed a new online sales training manual and guide.
* Worked directly with both national and local clients to plan their online marketing campaigns.
* Maintained the markets relationship with the national online sales office (CCOMR) including weekly national sales calls.
* Planned and executed an affiliate marketing program on station sites.
* Brought strategic partnerships to the Hartford office, with the sale of studio naming rights.
* Planned a children’s website to promote Woofer, 105.9’s mascot, to bring a new audience to the site (and facilitated a non-invasive site sponsorship).
* Held weekly one on one meetings with; Online Content Coordinator, each stations program manager, promotions manager, and sales manager, Director of Sales, and national online sales coordinator.

08/2005 – 07/2006 **Reccenter, LLC New York, NY/Belleville, NJ**

* One of members of the company, and the only partner who worked full-time on the project.
* Involved in all aspects of creating a new web-based company, from formulating the business plan to securing investor funding to designing the technical layout, branding, marketing, and hiring.
* Originally worked under the Riot Squad Entertainment Group (including a studio, label, and management company representing many artists, working with veteran HM Wollman and also Brian Schecter

07/2003 – 07/2005 **PureVolume.com/Unborn Media, Inc. Allston, MA**

* One of four founders of PureVolume.com
* Used many grassroots online marketing fundamentals to spread the word and market the name and the website with a $0 budget for the first year, attracting over 100,000 bands to the site.
* Planned classic and online marketing strategies to appeal to young music fans, resulting in over ½ million *unique* visitors/day (7 mil page views).
* Worked with over 50 of the company’s clients, mostly record labels, to plan ad campaigns to run on the website.
* Prepared the brand to move into the offline marketplace by organizing a promotional campaign on the Van’s Warped Tour and went on the tour to supervise/promote.

09/2003 – 10/2005 **Microsoft Corporation Redmond, WA/Amherst, MA**

* Hired in my 3rd year of school to work on campus as a liaison between the company, students and faculty.
* Organized undergraduate and graduate research project funding.
* Gave technical presentations to engineering, computer science, and business school students, as well as faculty to educate about the newest products and services.
* Offered a full – time position upon graduation at the main corporate campus.