

# JENNA SAPONARO

**Objective:** *To leverage the valuable experience gained as the lead administrator of a key State of Ohio public office and marketing firm account manager into a leadership role with a growing organization.*

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## Transferable Skills and Behaviors

**Effective Leader:** responsible for managing, training, directing, and counseling full time staff and interns

**Experienced Communicator:** public speaker, excellent writing skills, and concrete understanding of strategic messaging

**Problem Solver:** team approach using collaboration to bring individuals together and make better decisions

**Change Agent:** known for innovative practices and ideas that break the status quo to achieve shared objectives

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## Experience

**Marketing Analyst/Government Specialist at ContentVia:** January 2016-Present

**Specialize in launching services, products, and applications for first-time entrepreneurs**

- Primary Account Manager for a variety of clients
- Key copywriter including content creation for client websites, social media, and blog posts
- Public Relations work for the firm and our clients, composing press releases, and outreach to local media
- Very knowledgeable on Government and public sector matters utilized to advise clients

**Special Assistant to Ohio Senate Minority Leader:** December 2013-December 2015

**Chief administrator to the office of the Senator, manage staff of three, work as a liaison between the Leader, State agencies, and interested parties. Trusted advisor on state policy issues and legislation.**

- Moved from Legislative Aide to Senior Legislative Aide to Special Assistant to the Minority Leader within an 18 month period.
- Trained three other staff members and tasked with leading a seminar on "Best Practices".
- Charged with management of the Leader's office and special event planning for the Caucus.
- Spearheading new legislative endeavors to expand the Senator's reach and impact to a diverse constituency.
- Legislative work including the research and drafting of state policy initiatives.
- Communications work involving interview preparation, press release composition, and a monthly print and e-Newsletter distributed throughout the district.
- Representative for the Senator in stakeholder meetings with advocacy organizations, state agency liaisons, lobbyists, and constituents.
- Chosen to serve as the Fellowship Advisor as an Alumni of the program. Interviewing perspective applicants and acting as a mentor to current Fellows.
- Attended the 2014 National Conference of State Legislatures Annual Summit.

**2013 Fellow for the Ohio Legislative Service Commission:** December 2012-December 2013

**Chosen to participate in a highly competitive paid full-time fellowship program serving members of the Ohio Senate Democratic Caucus.**

- Designated as the assistant to the Finance Director during the passage of biennium budget- led the budget amendment request and organization process to meet submission deadlines, participated in weekly conference call with the Senators on Leadership, attended caucus meetings, and generated new legislation ideas.

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## Community Commitment

**The Emma Project:** The Ohio Senate

A voluntary community involvement and service initiative created and executed by Senate staff. Monthly projects have included handing out fresh produce at a local food bank and working at an Ohio State University sports camp for children.

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## Education

**Graduate of the College of Arts & Science:** Miami University, Oxford, OH-August 2012

Bachelor of Arts, Double Major in Women, Gender, and Sexuality Studies & Comparative Religion

*Oxford Scholarship Recipient*