

JENNIFER HANSEN

Social Media Marketing Coordinator

PROFESSIONAL SKILLS

Verbal and Written Communication
Marketing Campaigns
Strategic Planning
Project Management
Microsoft Office Programs
Search Engine Optimization


INVOLVEMENT & CONFERENCES

Net Impact, WWU chapter
Energy Union
Women in Energy
Western Leadership Forum
GreenBiz 2018

PERSONAL INTERESTS

Snowboarding
Trail Building
Cooking
Photography
Green Building and Design

CONTACT

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 jenniferhansenvail@gmail.com

QUALIFICATIONS SUMMARY

- Managed social media and digital marketing campaigns
- Verbal and written communication skills, working with customers,
- Project management experience, working both in teams and independently
- Highly Organized, often completing tasks before the deadline
- Technology and social media savvy.

MARKETING EXPERIENCE

DEEPER GREEN CONSULTING

MARKETING COORDINATOR - SEE DEEPERGREENCONSULTING.COM

- *Designed website, Learned how to use WordPress and created website design and content based on employer's specifications -see deepergreenconsulting.com*
- *Planned marketing schedules for specific customer segments, seasonal demand, and across various outreach platforms using CRM software*
- *Posted to social media accounts and documented click paths*
- *Coordinated and scheduled events with local nonprofits and businesses*
- *Communicated with customers and team members to complete projects*

WESTERN WASHINGTON UNIVERSITY PROJECTS

A-1 BUILDERS SUSTAINABILITY CATALOG -SEE ATTACHMENT

- *Communicated with the company throughout the project to ensure the final catalog would be consistent with message and branding*
- *Created a project schedule with deadlines, assigned out work, and completed the project in a timely manner*
- *Used visual design cues to create a beautiful catalog with consistent content*

WATER BOTTLE REFILL STATION

- *Implemented 3 water bottle refill stations across WWU's campus*
- *Researched high need areas, buildings, facility capability, pricing, and feasibility*
- *Presented budget, timeline, and the necessity for refill stations to sustainability council*
- *Received funding and completed project*

EDUCATION

BACHELOR OF ARTS, BUSINESS AND SUSTAINABILITY MAJOR
MARKETING CONCENTRATION

Western Washington University
Graduated June 2018

RELEVANT COURSEWORK

- *Greening Business Policy and Practice*
- *Principles of Marketing*
- *Operations Management*
- *Marketing and Sustainability*
- *Energy Economics*
- *Environmental Economics*