

JENNIFER WEAVER

10533 S. Sage Flats Way, South Jordan, UT 84009

Ph. 385-329-3558 * Email: jnnfrwvr@yahoo.com

COMMUNICATIONS | PUBLIC RELATIONS | MEDIA RELATIONS

QUALIFICATIONS PROFILE

I am an award-winning journalist with advertising sales, digital marketing and media relations experience. I have been in communications/marketing and print/TV management for two decades. I am also certified in [web development and design](#).

CORE COMPETENCIES

- Illustrator CC Level 1 Certificate
- Blog writing & editing
- Fluent in AP Style
- Google Docs & MS Word
- Adobe PhotoShop
- Video Editing: ClipChamp
- Promo & Animoto
- Whiteboard Animation
- Email Marketing
- Sprout Social, Crowdtangle
- Facebook, Twitter, Instagram
- YouTube, Pinterest, Reddit, LinkedIn
- Tumblr, Beebe, Medium
- Zoom, TEAMS, WebEx
- Adobe InDesign, Premier Pro
- HTML, CSS, JS, MySQL, PHP
- Google Analytics
- Google AdWords - PPC

PROFESSIONAL EXPERIENCE

STATE OF UTAH DEPARTMENT OF GOVERNMENT OPERATIONS

COMMUNICATIONS DIRECTOR

Oct. 21, 2022 to PRESENT

CHOLANGIOCARCINOMA FOUNDATION

DIRECTOR OF COMMUNICATIONS

June 14, 2021 to Oct. 21, 2022

- Establish and drive a comprehensive, multi-channel communications strategy.
- Improve stakeholder outreach and information sharing through effective use of website, newsletters, social networking, and public relations.
- With the collaboration of teammates, prepare and manage the creation of all communication content, including print, video, audio, and digital materials for general purposes, fundraising, advocacy, and research.
- Manage and safeguard the Cholangiocarcinoma Foundation brand.
- Manage media relations, including the development of contacts with media members, influencers, and community leaders, and the creation of media toolkit and press releases, briefs, and other media focused materials.
- Work collaboratively and build relationships with the marketing, communications, and public relations teams of trusted partners, industry, and other organizations within the Cholangiocarcinoma community.
- Lead a team of communication, marketing, design professionals, and volunteers.

- Track engagement across various platforms and make data-driven decisions, including reporting and analysis of online and social media activities.
- Manage the Foundation's presence at industry events, medical meetings, and conferences, including the materials and resources.
- Manage a budget for the communications team and ensure compliance.

KUTV 2NEWS

EXECUTIVE PRODUCER OF DIGITAL NEWS

Nov.13, 2017 to April 16, 2021

- Develop and implement a digital content strategy for KUTV.com and 2News app; increased page views and screen views by 271% in 3 years
- Work with West Region stations of Sinclair Broadcast Group, CBS & AP for syndication
- Supervise a staff of six and work closely with assignment desk, reporters and photojournalists for content creation digitally and for broadcast
- Manage KUTV broadcast and digital staff to ensure cohesion with working together to increase ratings and digital/mobile/social stats.
- Copy-edit and write up to 30 online stories and three produced shows for Amazon Alexa daily
- Administer all social media platforms of KUTV; Facebook, Twitter, Instagram, YouTube, Reddit, Pinterest, LinkedIn; increased followings on all platforms by more than 150% within 3 years
- Daily News Alert Email using SecondStreet to nearly 100,000 subscribers

FOREVERGREEN INTERNATIONAL

COMMUNICATIONS & MARKETING MANAGER

May 5, 2017- Nov. 10, 2017

- Communications – Corporate press releases
- Investor Relations
- Email Marketing – Campaigner and Campaign Monitor
- Zoom conferencing – training
- Livestreaming
- Social media management and posts
- Scriptwriting for video
- Product promotion, branding, description, labeling and packaging

BLENDFRESH

COMMUNICATIONS & MARKETING MANAGER

April 12, 2016 – March 25, 2017

- Communications – Policy & Guidelines Manual, 16-page & 20-page magazine, recipe book, shopper guide, training materials, business cards, press releases, flyers, social media posts.
- Editorial Content Calendar for Social Media – Sprout Social
- Video Editing – Adobe Premiere, Splice, Quicktime, Promo & Animoto
- Graphic Design – social media posts, booklets, trainings, magazine using Adobe InDesign, Illustrator and PhotoShop
- Website Administration – WordPress Blogs, SEO (Yoast plug-in)
- Email Marketing – MailChimp
- Whiteboard Animation – RawShorts and VideoScribe

- Trade Shows – TechMunch, Everything Food Conference, FitCon
- Affiliate and Online Outreach for brand influencers

NU SKIN ENTERPRISES, INC.

ASSOCIATE MANAGER CORPORATE COMMUNICATIONS

May 2014 — Jan. 2016

- Public Relations – FAQ sheets, PIPs, Media outreach, press releases, CSR quarterly and annual reports, website administration using Adobe CQ4, crisis management, social media
- Editorial Calendar – Shoutlet and Adobe Suite for online content
- Industry News and Media Coverage – Excel and PowerPoints
- Graphic design – banner ads and memes
- Write and submit award applications on behalf of the company and its products
- Event planning – global convention, Sub-for-Santa, annual day of service, etc.

KSTU FOX 13

ASSIGNMENT MANAGER

November 2011 — April 2014

- Monitor media outlets from multi-sources to ensure content for 9 hours of news
- Supervise staff of three assignment editors
- Story assignment to photographers and reporters for coverage of all news broadcasts
- Create long-term planning and set-up of sources for sweeps pieces and other enterprise stories
- Research and confirmation of information, including filing GRAMA and FOIA requests
- Associate Producing and Digital Producing

THE SPECTRUM & CEDAR CITY DAILY NEWS

BUREAU CHIEF

2001 — 2011

BEAT: Iron County, Utah Shakespeare Festival, Southern Utah University, health/medical, public education, social issues. Also, was first female Opinion Page Editor in the state of Utah.

- Supervise staff and edit work of three reporters: sports and general reporting
- Write columns twice a week and general reporting
- Site administrator of SouthernUtah.MomsLikeMe.com
- Content management and assignments for weekly 16-page tabloid
- Budget and administer expenses of reporters
- Blog and critique the newspaper weekly
- Post and create poll question for website weekly
- Created editorial policy/Editor/Opinion Page Editor
- Event planning such as political debates, symposiums and workshops

EDUCATION

UNIVERSITY OF PHOENIX

Master's in Public Administration/Management

Honors Graduate: GPA 3.76 – Lambda Sigma Chapter of the International Business Honor Society, Delta Mu Delta.

UNIVERSITY OF UTAH, Salt Lake City, Utah
Bachelor of Science, Human Development and Family Studies
*Transfer Student Leadership Scholarship

SALT LAKE COMMUNITY COLLEGE, Salt Lake City, Utah
General Education with emphasis in Communications
*Leadership Scholarship

SPECIAL TRAINING

Dale Carnegie Training – Strategic Immersion, Oct. 2019 (Highest Achievement Award)
Leadership Dixie, 2006
CHIP/Medicaid Training, Feb. 2001
Mediation Training, University of Utah, Spring 1997
“Train the Trainer,” State of Utah, 1998
Swanson Foundation Grant Writing Training
Background Criminal Investigations/Fingerprint Training, Utah Bureau of Criminal Identification, Feb. 1998; re-certified by Weber County Sheriff’s Dept., January 1999
Program Outcome Evaluations Training – Utah Mentor Network, 1999
Gang Prevention, Intervention & Suppression Training (15 hours), April, 1999

AWARDS & ACHIEVEMENTS

Edward R. Murrow Awards Judge for Multimedia and Social Media Excellence
AP Best Editorial of the Year
Don Baker Award for Investigative Reporting
Associated Press: Utah-Spokane-Washington – 1st Place Breaking News, 3rd Place Editorial
Gannett Well Done – Runner Up for First Amendment Investigative Reporting
Utah Champions Award for Media
SPJ Awards – Numerous First Place for Spot News, Personality Profile, Features
Ms. American Majesty 2003
Mrs. Utah Achievement 2001-2002
Ms. Western US States Universal Woman 2001-2002
Mrs. Utah National Achiever
Northern District “Young Careerist, 2001” Business & Professional Women
First Runner-Up, State of Utah BPW - “Young Careerist of the Year”
Utah Children Advocacy Academy - KIDS Count Leader, 2001-2002
6th Annual Alpha Award Nominee - National Job Corp
Certificate of Recognition and Red Wagon Plaque for contributions to “Utah's Promise”
Presenter at the 3rd Annual Western United States Student Assisting Conference
Ogden BPW, “Young Careerist of the Year,” February 1998
Who's Who in American Junior Colleges - two years in a row, 1989-90
Outstanding College Activities Board Member, SLCC, Public Relations, 1989
Utah Mentor Network - Training Committee

LEADERSHIP

Women of Worth Utah, Inc. – Advisory Board Member

Society of Professional Journalists – Utah Headliners Board Member
United Way of Iron County - Chair
America's Promise of Iron County - Chair
Utah's Promise Chair - Clearfield City
Clearfield Community Council
United Way Volunteer Advisory Council
Davis County Community of Promise
Davis County Child Abuse Prevention Team
Davis County SAFE KIDS Coalition
START Committee
Cedar City Rotary – Sgt. At Arms & Secretary
Youth of Promise Committee
Governor's Commission on Marriage
Clearfield Job Corp Community Relations Council
Family Enrichment Center Advisory Council
Iron County United Way - President
Families Agencies Communities Together (FACT)
Iron County Relay for Life – Luminaria Chair
Asset Based Community Development Committee 4-H Youth Advisory Council member
Vice President - Lakeview Business & Professional Women's Club

- end -