

# JENNIFER WEAVER

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COMMUNICATIONS | PUBLIC RELATIONS | MEDIA RELATIONS

## QUALIFICATIONS PROFILE

I have been in communications/marketing and print/TV management for more than 25 years. I am an award-winning journalist with advertising sales and digital experience. I've just completed certification in [web development and design](#) from SLCC.

## CORE COMPETENCIES

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

## PROFESSIONAL EXPERIENCE

### CHOLANGIOCARCINOMA FOUNDATION

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#### **DIRECTOR OF COMMUNICATIONS**

June 14, 2021 to PRESENT

- 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 PRESENT

- Develop and implement a digital content strategy for KUTV.com and 2News app
- Work with West Region stations of Sinclair Broadcast Group & AP for syndication
- Manage a staff of six and work closely with assignment desk, reporters
- Make sure KUTV broadcast and digital staff are working together to increase ratings and digital/mobile/social stats.
- Copy-edit and write stories for online and on Amazon Alexa.
- Administer all social media platforms of KUTV; Facebook, Twitter, Instagram, YouTube, Reddit, Pinterest, LinkedIn
- Daily News Alert Email using SecondStreet

## **FOREVERGREEN INTERNATIONAL**

### **COMMUNICATIONS & MARKETING MANAGER**

May 5, 2016- 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 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**

Masters in Public Administration/Management

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

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, February, 1998; and re-certified by the Weber County Sheriff's Dept., Sgt. Klint Anderson, 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

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