

Jenny Kay Pollock

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Summary

A public relations professional working at the intersection of communication and sales, responsible for strategic development and implementation of national marketing plans managing an \$12 million annual budget, experience creating and implementing national campaigns for investor owned and non-profit organizations with experience across multiple sectors including CPG, consumer technology, SaaS and finance.

Related Experience

Account Manager | Trepoint

- Managed the development of an annual strategic marketing plan for a consumer packaged goods (CPG) client with an \$12,000,000 annual media budget
- Managed Trepoint's influencer marketing program across various industries to receive an average of 6.5 million views with an engagement rate of 3.8 percent resulting in 17,605 percent ROI for the client's media value
- Managed client relationships, developed growth marketing strategies and developed client education programs
- Ran social media communities for two brands totaling 548,000 members focusing on user acquisition
- Coordinated clients, vendors and internal teams to implement annual communication plans including management of budgets, traditional and digital media, shopper marketing, design, SEM/SEO and social media

Territory Manager/Trade Marketing | RJ Reynolds

- Managed a territory with over \$20,400,000 per year B2B sales focusing on SMBs
- Used data sets to determine best contract choices and business opportunities for over 150 retail outlets
- Focused on successfully handling multiple projects including three new product launches in 18 months
- Implemented a national marketing plan for a Fortune 500 company in regional and local outlets
- Led the Eau Claire Division in the placement of the most vouchers out of any division in the Midwest totaling over \$78,000 in extra sales as a division and \$11,000 individually
- Exceeded the customer engagement goal by over 100 percent for 2015
- Built outstanding relationships with store managers/owners by providing expert consumer insights and counsel through the development of over 50 individual merchandising and business plans
- Participated in relationship marketing with over 2,000 individuals per year by conducting effective 1:1 consumer engagement through a thorough understanding of consumer marketing brand strategies

Marketing Coordinator | Automotive Finance Corporation [subsidiary of KAR]

- Provided marketing support for national brand (AFC) with over 100 national and international AFC locations
- Created and distributed over 15 print media campaigns for independent automotive dealers
- Online success was measured using analytics software, lead the cross-functional team deciding which software to use and trained the staff on the selected platform, Google Analytics
- Organized company participation in two industry trade shows including a national event in Las Vegas

Assistant Director of Marketing and Communications | Alpha Sigma Phi Fraternity

- Developed a year-long communications plan that included a full range of traditional and new media utilizing an \$80,000 budget to drive awareness and drive new membership
- Assisted in optimizing social media campaigns for Facebook, Twitter, LinkedIn and Instagram
- Reduced annual expenses by over 25 percent by shifting from print publications to both print and digital publications and renegotiating contracts with vendors
- Developed collateral marketing to support national organization, 100 colleges, and 13 new chapters at colleges across the country
- Coordinated and worked with nine editorial board volunteers to produce *The Tomahawk*, a national print and digital magazine with a circulation of 40,000 print and 20,000 digital

Social Media Intern | Four51

- Managed end-to-end content curation for the 30-day, monthly digital publication calendar for FanTools

(SaaS product) an online order management system for B2B eCommerce and social media management

- Implemented social media user acquisition and user engagement. The Twitter product handle went from 100 to 700 followers, a 600 percent increase over 4 months the company handle went from 70 to 250 a 360 percent increase over two months
- Developed and produced daily blog posts about social media using WordPress publishing over 30 posts using performance metrics (Google Analytics and Optimizely) to measure success

Communications Coordinator | Determan Fluid Solutions [now Westmor Industries]

- Coordinated, created and designed digital and print collateral products for a full-service provider of aviation fueling equipment and services
- Selected and approved content for internal and external print and digital newsletters in AP style
- Established company social media channels including as Facebook, Twitter, LinkedIn and YouTube while leveraging Buffer and Hootsuite for scheduling
- Provided educational programming and guidance on social media usage for sales force
- Obtained key media placements including two trade publications and one local

Public Relations Intern | Kocina Marketing and Branding

- Created relationships with 25 journalists, 35 bloggers and 10 clients for a full service hybrid agency with a pay per interview performance-based PR model
- Helped manage accounts by sending press kits (media kits), monitoring social media outlets and creating portfolios
- Worked collaboratively with publicists to create and implement strategic and tactical marketing plans for consumer packaged goods, medical devices, large corporations and authors

News Writer | The Reporter (Minnesota State University Newspaper)

- Wrote over 25 articles and five front page articles on topics including social media effects, new social media platform, politics, federal laws, and campus events

Marketing Intern | Radio Mankato

- Coordinated branding and communication for six radio stations with over 250,000 listeners in southern Minnesota planned over 12 promotional events for the stations over three months

Marketing Liaison | Children's Theatre Company (CTC)

- Acted as a liaison between Lakeville high school and St. Paul high school students and CTC
- Created alternative marketing strategies and planned events to provide inner city youth with safe activities

Education

Ball State University (BSU) Masters of Arts Degree in Public Relations GPA: 3.88

May 2016

Minnesota State University, Mankato (MSU) B.S. in Mass Communications GPA: 3.39

December 2011

Chapter President | Sigma Sigma Sigma Sorority (55 members)

- Published articles in the national magazine, The Triangle with a circulation over 30,000 print and digital
- Planned events which increased Tri-Sigma Foundation contribution over 150 percent increase from \$900 to \$2,300 per year with attendance over 150 people
- Reported to three levels of advisors: campus, regional, and national
- Created chapter support plans for crisis management, recruitment/retention, finances and values

Memberships

Board Member, Programs Chair | Public Relations Society of America | San Francisco Chapter

- Worked collaboratively with 22 board members to plan monthly industry events

National Programming Team | Sigma Sigma Sigma National Sorority

- Worked collaboratively with national staff and volunteers to plan events and curriculum that advance the strategic initiatives and promote the values of the organization