

# Jenny Kay Pollock

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## Summary

Public relations professional responsible for implementing a Fortune 500 company's marketing plan, currently managing a \$20.4 million territory with B2B sales, experience creating and implementing national campaigns for investor owned and non-profit organizations.

## Related Experience

### **Territory Manager/Trade Marketing** | RJ Reynolds

- Currently managing 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 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
- Planned and 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
- 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
- Manage multiple vendor and other external relationships, including strategic partnerships
- Developed collateral marketing to support national organization, 100 colleges, and 13 new chapters at colleges across the country
- Managed national website including new copy, photographs, graphics and links
- Coordinated annual individual (undergraduate and alumni) and chapter awards process
- 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

- Selected, approved and edited all content for the 30-day, monthly digital publication calendar for Four51's 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 leveraged 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, wrote press releases, conducted interviews
- Started company blog and identified keywords to assist in search engine optimization

**Public Relations Intern** | Kocina Marketing and Branding

- Created relationships with journalists, bloggers and 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
- Distributed press kits, updated the website, ran social media plans for clients, set up and assisted with marketing classes, assisted in archive management, and conducted marketing and vertical research

**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, executed or attended 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
- Assisted in creation, approval and archive management of collateral products

**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****National Programming Team** | Sigma Sigma Sigma National Sorority

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

**Programs Committee** | Public Relations Society of America | Minneapolis Chapter

- Worked collaboratively with 12 programming team members
- Planed and provided a marketing strategy for 12+ professional continuing education events per year