

# Jenifer R Daniels, MA, APR

704.360.0145 | jenifer@jeniferdaniels.com | jeniferdaniels.com

## COMMUNICATIONS DIRECTOR

Award winning Accredited Public Relations professional and educator with 13 years' experience. Experienced strategic communicator delivering measureable results. Large-scale project management experience. Strategic counselor to presidents, CEOs, and executive leadership teams. Educated over 750 in effective communications.

### CORE COMPETENCIES

Strategy Development  
Community Relations  
Reputation Management  
Crisis Communications

Advocacy  
Public Affairs  
Message Development  
Measurement and Analysis

Social Media Marketing  
Cause Marketing  
Organizational Training  
Budget Management

### Technological Competencies

Microsoft Project, Basecamp project management software; Vocus PR & Cision; Social media analytics software: Radian 6, Google Analytics, Facebook Insights, SproutSocial; WordPress, Tumblr, HTML; Adobe PhotoShop & InDesign; Adobe Acrobat Professional

### Featured Media Coverage/Quotes

Charlotte Observer, Time Warner Cable News 14, Sirius/XM, Detroit Free Press, Fox Detroit, NBC Detroit, Fox Charlotte, WCCB Charlotte, NBC Charlotte, WPEG 97.9, WJR Radio, Detroit News, Chronicle of Philanthropy, Library Journal, American Libraries Magazine, Creative Loafing Charlotte, USA Today

### PROFESSIONAL EXPERIENCE

#### Creative Resources Manager, Charlotte, NC

2013 - present

##### *Charlotte Mecklenburg Library*

Managed vendors, contractors, and third-party analytical, measurement tools. Co-managed departmental budget. Cross-train marcomm staff on tools; measure effectiveness of tools. Directed communication projects associated with the organization's strategic plan and measurable objectives.

- Managed data collection process conducted by third-party firm including observational studies, cardholder data-mining, and online/intercept surveys designed to learn about Library users' uniquely distinct needs.
- Supervised **web refresh** for most visible organizational asset: cmlibrary.org. Conceptualized site, led project team (executive leadership and library experiences) for content development, managed 3 direct reports. **Start to launch - 16 weeks.**
- Received **HERMES Creative Award** for work on organizational rebrand and strategic plan.

#### Marketing & Communications Specialist, Charlotte, NC

2009 -2013

##### *Charlotte Mecklenburg Library*

Conceptualized and managed brand reputation, public relations, social media, and marketing efforts. Directed team-based and organizational communications projects directly attributed to improved efficiencies and sustainable business activities. Served as staff representative (out of 400) on Strategic Plan Steering committee (2014-2017).

- Introduced project management software, **Basecamp**, for executive management use and strategy development; thereby streamlining efficiency and increasing **productivity in the C-Suite.**
- Developed and managed **high performing key social media accounts** increasing capacity by 2998% (Facebook) and 3440% (Twitter).

**Assistant Director of Community Relations, Detroit, MI**

2006 -2008

*Wayne State University*

Managed university's brand in metro Detroit community. Strengthened ongoing strategic partnerships with community organizations and business leaders. Conceptualized redevelopment of division's website.

- Initiated [with resource team] **'Wayne Cares'** –WSU's new outreach, charitable campaigns and volunteerism program that in its 1st year donated gently used playground equipment, **2 truckloads** of clothing and critical needs items to local shelter, and **300 pieces of business attire** for those re-entering the workforce.

**Presidential Special Events Manager, Detroit, MI**

2004 -2006

*Wayne State University*

Managed department's signature event activities: commencement, convocation, capital campaign fundraisers, swearing in ceremonies, ribbon cuttings, and dedications. Conceptualized and managed content for the Commencement office's new web presence and printed collateral.

- Successfully co-chaired [30 members], and managed 9-month process of converting twice yearly, off-site commencement ceremony to single, on-site commencement with over 20,000 guests and graduates; with yearly budget of \$260,000.

**COMPLEMENTARY EXPERIENCE**

**Adjunct Faculty – Communications, Charlotte, NC**

2008 - 2012

*Central Piedmont Community College, Limestone College*

Conducted college-level courses in public speaking, interpersonal, and intercultural communication. Developed syllabi and course materials, delivered lectures in-person and virtually. Evaluated student mastery of skills and competencies.

**PRESENTATIONS**

**You Talk Too Much: How to Lose Friends and Alienate People on Social Media**, PRSA Southeast Conference & PRSA Tar Heel Chapter, 2014

**#DigitalDiet**, TEDxCharlotte, 2014

**PR for Social Good**, Charlotte Shapers, SHAPE CLT, 2013

**The Economic Gender Gap** (w/ former MI Governor Jennifer Granholm), Democracy for America, 2012

**It's Your Community, Change It**, Ignite Charlotte 2012

**Words that Work(ed)**, Democracy for America, 2012 & Netroots Nation 2012

**Slogans, Taglines, Branding: Oh My!**, Netroots Nation 2010

**EDUCATION/CERTIFICATIONS**

**Accreditation of Public Relations** | Universal Accreditation Board, New York, NY

**Certificate in Nonprofit Management** | Duke University, Durham, NC

**Master of Arts, Communication** | Wayne State University | Detroit, MI

**Bachelor of Science, Sports/Entertainment/Event Management** | Johnson & Wales University | Providence, RI

**NONPROFIT BOARDS AND MUNICIPAL COMMITTEES**

**Sustain Charlotte** Board Chair (elected Nov 2014), Board of Directors | March 2013 - March 2016

**EmpowHERment, Inc.** Originating Leadership Team, Charlotte, NC | March 2013 - Sept 2013

**City of Charlotte Neighborhood Matching Grants Advisory Committee**, Dec 2009 - April 2014 | Board Chair (2012-2014)

**Historic Charlotte** Board of Directors, Advocacy Chair | July 2009 – Oct 2010

**City of Charlotte Community Relations Committee** | Nov 09 - June 2010

**Mecklenburg County (NC) Information Services & Technology Advisory Committee** | Feb 2009 - June 2010