

Jennifer V. Gilbert

8 Oak Spring Road
West Nyack, NY 10994
Mobile: 845-664-3390
jen.gilbart@gmail.com
Website: jengilbart.com
Portfolio: jengilbart.journoportfolio.com

Objective

Postsecondary instructor of strategic communication. Areas of expertise: communication theory, communication research, professional writing and communication, visual communication, digital media strategy and analytics, integrated media writing and design, social media marketing, branding and brand management.

Education

M.A. Strategic Communication, SUNY Oswego, Oswego, NY (expected 8/2024). GPA: 4.0.
Higher Education Teaching Certification, Harvard Bok Center for Teaching and Learning (8/2023).
B.A. Philosophy, Trinity College, Hartford, CT (5/1990). President's Fellow in Philosophy.

Professional Experience

Head of Marketing

Walking with Purpose, Greenwich, CT (7/2018 – 7/2022)

- Drove the planning, budgeting, and execution of strategic marketing and communications initiatives for fast-growing publishing and events company.
- Produced content for website, social media, blog, email, advertising, and other channels.
- Placed high-performing paid media campaigns and analyzed performance using Meta Ads Manager, Google Ads, and Google Analytics.
- Responsible for strategy and management of Amazon and Shopify ecommerce platforms, utilizing creative marketing promotions to optimize sales and realize budgets.
- Directed the work of six-member team of marketers, content creators, and designers.
- Conducted customer satisfaction, user experience, and product development research.
- Ensured that all business areas projected the brand's unique identity and voice.

Director of Marketing and Communications

Jewish Federation & Foundation of Rockland County, West Nyack, NY (10/2012 – 7/2018)

- Set and guided the strategy for all communications and public relations campaigns, to consistently articulate the organization's mission and drive fundraising efforts.
- Wrote and designed all print and electronic collateral including newsletters, brochures, fundraising direct-mail and email campaigns, and website content.

- Led the generation of social media content across multiple social platforms to engage various audience segments and drive measurable action.
- Handled media relations, planned media events, and wrote press releases and pitch letters to position organization as a leader and convener of the Jewish community.
- Directed filmmakers in the creation of storytelling video / TV spots, and PSAs.

Marketing Consultant

Self Employed (12/2010 – 12/2012)

- Grew physician network and advertising business for healthcare media client through the creation and execution of email marketing campaigns, direct-mail campaigns, sales presentations, and market research tools.
- Created digital content for doctor's office waiting room television network, allowing physicians to market their services to a captive patient audience.
- Conceptualized and executed online promotions for publishing client, allowing consumers to engage with brands through contests, events, branded content, and social media.
- Planned and managed annual Working Mothers of the Year Gala event in New York City for Advertising Women of New York (AWNY).

Director of Marketing and Promotions

Working Mother Media, New York, NY (3/2008 – 12/2010)

- Directed staff in the planning and execution of marketing campaigns in support of advertising sales for *Working Mother* magazine and *workingmother.com*.
- Developed and executed integrated marketing programs for clients which included print, online, events, custom research, public relations, and social media components.
- Collaborated with external public relations firms on press releases and outreach initiatives in support of Working Mother Media programs and events.
- Planned and managed *Working Mother* marketing budget.

Promotion Director

Meredith Parenthood Group, New York, NY (2/2007 – 3/2008)

- Directed staff of five managers and coordinators in the development and execution of custom marketing programs for advertisers in *Parents* and *American Baby* magazines and on *www.parents.com*.
- Led the promotion team in the management of signature events and multi-advertiser programs that offered sampling, print, online, PR, and custom research opportunities.
- Planned and managed *Parents* marketing budget.
- Wrote marketing proposals and pitched ideas to clients to break new business and bring incremental advertising revenue to the Parenthood Group.

Marketing Director

CBS Outernet, Fairfield, CT (4/2005 – 2/2007)

- Supported advertising sales with dynamic presentations, collateral, videos, and media kits.
- Managed public relations agency and internal resources in support of PR activities.
- Provided strategic analysis of marketplace trends and competitive positioning of companies in out-of-home media.

Teaching Experience

Graduate Teaching Assistant

SUNY Oswego, Oswego, NY (planned, 1/2024 – present)

- Assist with instruction of Integrated Media Writing and Design undergraduate course.
- Prepare class materials, lead discussions, and meet one-on-one with students to provide tutoring and feedback.
- Develop, review, and grade student assignments, quizzes, and exams.

Teaching Assistant

Rockland BOCES, West Nyack, NY (9/2022 – 8/2023)

- Support a team of four special education teachers in high school-based program for young adults with special needs ages 16-21.
- Prep lessons and assist with instruction of math, ELA, science, and social skills.
- Provide personalized support to help students succeed academically and socially.

Certifications

- Google Analytics 4 Certification, August 2023
- Meta Certified Digital Marketing Associate, August 2023
- CITI Program Social and Behavioral Research Certification, March 2023
- NYS Teaching Assistant Certification, September 2022
- Social Media Marketing Certification, Hubspot Academy, July 2020

Skills and Technical Proficiency

Adobe Illustrator | Adobe InDesign | Adobe Photoshop | Blogging | Branding | Brightspace | Canva | Content Marketing | Copywriting | Digital Analytics | E-Commerce | Email Marketing (Constant Contact, Campaign Monitor, Pardot) | Event Marketing | Google Ads | Google Docs/Sheets/Slides | Graphic Design | Marketing Analytics | Marketing Automation | Meta Advertising | Microsoft Office | Public Relations | Salesforce | Shopify | Social Media Content Creation and Management (Facebook, Instagram, LinkedIn, Pinterest, Twitter) | WordPress

References available upon request.