

Jennifer V. Gilbert

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Summary

Postsecondary instructor of marketing and strategic communication with deep practical knowledge of leading digital marketing platforms. Drawing from 30+ years of professional marcom experience, my areas of expertise include digital marketing strategy and analytics, communication and market research, advertising, integrated media writing and design, and social media/influencer marketing.

Teaching Experience

Graduate Assistant

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

- Assist with instruction of Digital Media Writing and Design online undergraduate course.
- Record and post video lessons for asynchronous learners on topics involving digital content best practices, WordPress, and Google Analytics.
- Utilize Brightspace LMS to deliver course materials, communicate with students, and create and grade learning activities and assessments.
- Hold weekly office hours and meet one-on-one with students via Zoom to provide assistance and feedback.

Teaching Assistant

Clarkstown Central School District, New City, NY (9/2023 – present)

- Support a team of special education teachers in high school-based program for young adults with special needs ages 16-22.
- Prep lessons and assist with instruction of math, ELA, art, and social skills.
- Coach and support students to develop job skills in a variety of work settings.
- Proctor general education testing and New York State Regents examinations.

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.
- Wrote, edited, and produced multimedia content for website, social media, blog, email, advertising, and other channels.
- Placed high-performing paid media campaigns and analyzed performance using Meta Ads, 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.

- Hired and directed the work of marketing team, freelance content creators, social media influencers, and graphic 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.

Education

State University of New York at Oswego, Oswego, NY

Master of Arts in Strategic Communication, May 2024

- GPA: 4.0; Phi Kappa Phi Honor Society Member
- Thesis title: "Presidential Election Sentiment on Threads and X (Twitter): A Left Versus Right Dichotomy of Discourse"
- Recipient of Dean's Writing Prize, April 2024
- Alumni Sharing Knowledge (ASK) Career Mentor

Harvard University Derek Bok Center for Teaching and Learning, Cambridge, MA

Higher Education Teaching Certification, August 2023

Trinity College, Hartford, CT

Bachelor of Arts in Philosophy; President's Fellow in Philosophy.

Minor: Studio Art

Certifications

- Google Analytics 4 Certification, August 2023
- Meta Digital Marketing Associate, August 2023
- CITI Program Responsible Conduct of Research Certification, March 2023
- New York State Teaching Assistant Certification, September 2022
- Social Media Marketing Certification, Hubspot Academy, July 2020

Skills and Technical Proficiency

Adobe Creative Cloud | Blogging | Branding | Brightspace | Canva | Content Marketing | Copywriting | Digital Analytics | E-Commerce | Email Marketing (Constant Contact, Campaign Monitor, Pardot) | Event Marketing | Google Ads | Google Workspace | Graphic Design | iMovie | Marketing Analytics | Marketing Automation | Meta Advertising | Microsoft Office | Public Relations | Research | Salesforce | SEO / SEM | Shopify | Social Media Content Creation and Management (Facebook, Instagram, LinkedIn, X) | Video Editing | WordPress