

Jennifer V. Gilbert

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Summary

Instructor of marketing, communication, and e-commerce with 30 years of industry experience translating real-world practice into applied learning. Expertise spans marketing strategy, consumer and communications research, digital advertising, e-commerce operations, and integrated content development across modern media platforms.

Education

State University of New York at Oswego, Oswego, NY

Master of Arts in Strategic Communication, August 2024

- GPA: 4.0. Recipient of Dean's Writing Prize, April 2024
- Thesis: "Radical Rhetoric 2024: Sentiment and Toxicity on the Top Two Social Media Microblogger Platforms"

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

Teaching Experience

Adjunct Professor, Services Marketing

St. Thomas Aquinas College, Sparkill, NY (1/2026 – present)

- Deliver undergraduate instruction in Services Marketing at a four-year institution, emphasizing customer experience management and service-based competitive strategy.
- Facilitate in-person class sessions that translate theory into practice through case analysis, discussion, and applied exercises.
- Utilize Canvas LMS to organize course content, track student engagement, and extend learning beyond the classroom.
- Evaluate student performance through assignments and targeted feedback, reinforcing analytical thinking and real-world application.

Course Developer & Lead Instructor, E-Commerce Sales and Marketing

Charter Oak State College, New Britain, CT (7/2025 – present)

- Design and teach a fully asynchronous undergraduate course, delivering instruction to remote learners covering e-commerce strategy, customer retention, and customer relationship management.
- Develop multimedia content, projects, and assessments that guide students in creating and managing online storefronts.

- Use Blackboard LMS to structure course delivery, facilitate student interaction, and monitor academic progress.
- Integrate data-driven decision-making concepts, including customer feedback analysis and performance metrics.

Adjunct Faculty, Marketing and Advertising

SUNY Westchester Community College, Valhalla, NY (1/2025 – present)

- Teach foundational and applied marketing courses, including Marketing 101, Advertising, and Digital Marketing, to a diverse community college population.
- Design experiential learning activities (e.g., website development, campaign planning) aligned with workforce-ready skill development.
- Manage course operations using Brightspace LMS, including content delivery, grading, and student communication.
- Adapt curriculum to reflect current industry tools, platforms, and trends.
- Mentor first-generation, high-achieving students through the WCC Connections program.

Course Facilitator, Digital Marketing and E-Commerce

Ocean County College, Toms River, NJ (9/2024 – present)

- Facilitate weekly virtual sessions to engage and motivate asynchronous adult learners enrolled in Coursera digital marketing certification course.
- Provide individualized support to students, addressing challenges and ensuring successful course completion.
- Track and report on learner performance through analysis of Canvas and Coursera data.

Teaching Assistant, Digital Media Writing and Design

SUNY Oswego, Oswego, NY (1/2024 – 5/2024)

- Assisted with instruction of asynchronous online undergraduate course on digital media content creation.
- Recorded and posted video lessons to reinforce student comprehension of content optimization, website creation, storytelling, and data analytics.
- Utilized Brightspace LMS to deliver course materials, communicate with students, and grade learning activities and assessments.
- Held weekly office hours and met one-on-one with students to support academic progress.

Special Education Teaching Assistant

Clarkstown Central School District, New City, NY (9/2023 – 6/2025)

- Provide customized academic support to general education students with 504 plans and special education students with IEPs, ensuring their success in math, English, and science.
- Assist with instructional activities and differentiated teaching strategies to support diverse learning styles.
- Administer exams, quizzes, and assignments while implementing accommodations, including extended time and alternative testing environments, to promote student success.

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Professional Experience

Head of Marketing

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

- Led strategic marketing and communications initiatives that drove year-over-year growth in product sales for a rapidly expanding publishing company.
- Developed and executed integrated content strategies across website, social media, blog, email, and advertising, increasing audience engagement and brand visibility.
- Managed high-impact digital marketing campaigns via Meta Ads, Google Ads, and Google Analytics, optimizing performance and return on ad spend (ROAS).
- Oversaw Amazon and Shopify e-commerce operations, implementing creative promotions and marketing tactics to grow online sales and improve customer acquisition.
- Conducted market research and customer feedback analysis to inform product development and enhance customer satisfaction.

Director of Marketing and Communications

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

- Guided the strategy for all marketing and public relations campaigns to consistently articulate the organization's mission and drive fundraising initiatives.
- Created integrated marketing communications, including newsletters, brochures, direct-mail, email campaigns, advertising and website content, to engage diverse audiences.
- Managed social media strategy and content across multiple platforms, driving audience engagement and donor involvement.
- Handled crisis communications, planned media events, and wrote press releases and pitch letters to position organization as a leader and convener of the Jewish community.
- Collaborated with filmmakers on multimedia storytelling projects, producing impactful videos and public service announcements (PSAs).

Marketing Consultant

Self Employed (12/2010 – 12/2012)

- Grew physician network and advertising business for healthcare media client through the creation and activation of email campaigns, direct mail, and sales presentations.
- 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)

- Led the planning and execution of marketing campaigns to support advertising sales for *Working Mother* magazine and *workingmother.com*.
- Developed and activated integrated marketing programs for clients which included print, online, events, custom research, public relations, and social media components.
- Collaborated with public relations agencies on media outreach and press campaigns to promote *Working Mother's* signature initiatives and events.

- Managed the marketing budget, ensuring efficient allocation of resources.

Promotion Director

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

- Developed and executed custom marketing programs for advertisers in *Parents* and *American Baby* magazines and on www.parents.com.
- Wrote marketing proposals and presented creative ideas to clients to generate new business and increase advertising revenue.
- Oversaw advertiser sponsorships of high-profile magazine events.

Certifications

- Google Digital Marketing and E-Commerce Certification, December 2024
- Google UX Design Certification, October 2024
- Google Analytics 4 Certification, 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

App/Software Expertise

Adobe Creative Cloud, Blackboard, Brightspace, Campaign Monitor, Canva, Canvas, Constant Contact, Figma, Google Ads, Google Analytics, Google Workspace, Hootsuite, iMovie, Meta Advertising, Microsoft Office, Pardot, Salesforce, Shopify, Wix, WordPress