

PROFESSIONAL SUMMARY

Communications professional with extensive experience translating technology tools into usable, actionable marketing systems and processes. Well-versed in the visioning, planning, and production of comprehensive multimedia marketing and communications campaigns. Former executive coaching consultant with an eye for data-focused skills assessment, analysis, and development.

KEY SKILLS & SPECIALTIES

- Content strategy & development
- Communications for internal & external audiences
- Copywriting & editorial oversight for a variety of marketing collateral
- Survey tools development, data collection & results analysis
- Tailored professional assessment & development tools
- Needs assessment & campaign planning
- Customer Relationship Management (CRM) platform design, set-up & maintenance
- Technical guides & documentation
- Partnership with diverse internal & external SMEs

RELEVANT EXPERIENCE

Real Estate Salesperson - REALTOR®

Keller Williams

Mar 2020–Present

- Guides clients through their residential home purchases and sales; partners with a diverse team of colleagues and external professionals to ensure top-notch service.
- Certified e-Pro Digital Marketer by the National Association of Realtors (NAR), demonstrating mastery of advanced real estate marketing technology and digital platforms.
- Three-year member of the Greater Rochester Association of Realtors Technology Committee; also serves on the ReBoot Technology Conference task force.

Marketing Communications & Content Strategist

Jennifer Rowe Creative Services

Apr 2009–Present

- Strategic planning and execution of marketing collateral, promotional content, and sales materials for internal and external groups.
- Consults with clients on implementing new marketing systems and platforms.
- On-demand content assessment, editing, and copywriting services to define and enhance the business's marketing focus, goals, and deliverables.

Editorial & Marketing Consultant

Priority Thinking

Jun 2013–Feb 2018

- Developed curriculum materials for executive coaching/professional development programs, including workbooks, slide decks, and promotional materials.
- Information design and copywriting for print and digital marketing collateral.
- Hired and supervised marketing interns, overseeing daily tasks and developing their copywriting skills.

Marketing Communications Specialist

Harris RF Communications

Jan 2007–Mar 2009

- Copywriting and editing of technical documentation and engineering-focused marketing collateral for military radio products, auxiliary equipment, and software.

JENNIFER ROWE

MARKETING COMMUNICATIONS & TECHNOLOGY STRATEGIST

jennifer@jrowecs.com
www.jrowecs.com/portfolio
www.linkedin.com/in/thejenniferrowe

Marketing Communications Specialist (Cont'd)

- Coordinated collateral development between cross-departmental SMEs, management, and MarCom resources.

Web Researcher & Developer (Freelance)

WXXI Public Broadcasting Council

Nov 2007–Apr 2008

- Project to improve accessibility to news coverage for the deaf and hard-of-hearing, funded by a Public Media Innovation grant. Research, website component design and formatting.

Senior Editor/Copy Editor

Reporter Magazine, RIT

Jul 2005–Jun 2007

- Directed content calendar and production schedule for weekly 32-page magazine.
- Managed and mentored department staff of 8-10 writers; coordinated with design and photography departments.
- Established and maintained magazine's style guide; provided final pre-production copy edits.

Editor, College of Liberal Arts Newsletter

RIT College of Liberal Arts

Sep 2004–Sep 2006

- Directed production of semi-annual newsletter for alumni, parents, and students.
- Recruited creative staff, coordinated production schedule, and managed multimedia content creation.

Writer, Faculty/Staff Newsletter

RIT College of Liberal Arts

Various projects

- Contributing writer for monthly faculty/staff newsletter featuring articles on College's special events, programs, and departments.

CERTIFICATIONS

Licensed Real Estate Salesperson

Jan 2020–Present

NYS Department of State

- Member of National Association of Realtors (NAR), New York State Association of Realtors (NYSAR), and Greater Rochester Association of Realtors (GRAR)
- Certified e-Pro Digital Marketer, National Association of Realtors (NAR)

EDUCATION

Rochester Institute of Technology (RIT)

- Professional & Technical Communication (B.S.)
- Psychology (B.S.)
- Honors Program - Magna cum Laude