

JENNIFER SMITH

COMMUNICATIONS / MARKETING / PROJECT MANAGEMENT

CONTACT



(574) 292-1841



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57581 Beech Road
Osceola, Indiana 46561

EDUCATION

GENERAL STUDIES / DIPLOMA

Bremen High School

KEY SKILLS & COMPETENCIES

Strategic Communications &
Public Relations

Crisis Communication &
Media Relations

Social Media Management &
Content Strategy

Event Planning & Coordination

Branding & Messaging

Video Production & Editing

Team Leadership & Staff
Development

Corporate Analytics &
Reporting

Sponsorship & Partnership
Development

PROFESSIONAL PROFILE

A proactive and results-oriented communications and marketing professional with over 20 years of experience, including a strong background in customer service. Proven ability to drive impactful communication strategies and successfully launch and grow social media platforms, demonstrated by leading the development and expansion of School City of Mishawaka's social media presence over the past ten years. Known for creative problem-solving, excellent interpersonal skills, and a collaborative approach to team management. Quick to adapt and eager to leverage new tools and technologies to enhance organizational communication efforts and achieve business objectives.

WORK EXPERIENCE

DIRECTOR OF COMMUNICATIONS

School City of Mishawaka / July 2021 – Present

Key Responsibilities & Achievements

- Developed and executed a comprehensive communications strategy to align with the district's goals.
- Act as the primary point of contact for media inquiries, managing all media relations and crisis communications.
- Oversee all social media platforms, including content creation, tracking, policy development, archiving, and staff training.
- Coordinate with school leaders, elected officials, and community members to ensure timely and accurate communications.
- Design and distribute communication materials, including email campaigns targeting internal, parent/family, and community audiences.
- Maintain consistent and positive messaging, ensuring brand alignment across all communications.
- Manage the design and upkeep of district and school websites, ensuring content is up-to-date and user-friendly.
- Collaboratively work with senior leadership team in support of internal programs and initiatives
- Lead a team of communications and marketing professionals, fostering collaboration and professional growth.
- Plan, organize, and execute corporate events, securing sponsorships and promoting engagement.
- Design and distribute employee gifts bi-annually for 750+ staff members.
- Capture event photography and produce visual content for marketing, social media, and websites.

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PUBLIC SERVICE

ST. JOE VALLEY U.S. BOWLING ASSOCIATION

Board Member, South Bend, IN
2022 – Present

HIGH SCHOOL BOWLING COACH

Mishawaka High School
2022 – 2025

LaVille High School
2025 – Present

MIDDLE SCHOOL BOWLING COACH

Parkway Lanes, Mishawaka, IN
2022 – Present

USBC CERTIFIED BRONZE LEVEL COACH

July 2024

REFERENCES

AVAILABLE UPON REQUEST

WORK EXPERIENCE CONTINUED

PROJECT MANAGER FOR VISION INITIATIVES AND CORPORATE ANALYTICS

School City of Mishawaka / January 2011 – June 2021

Key Responsibilities & Achievements

- Led cross-functional teams to manage and execute vision initiative work groups across the school corporation.
- Created, maintained, and updated corporate analytics and data-driven presentations for senior leadership.
- Managed the marketing and promotion of large-scale initiatives, producing marketing plans and budget proposals for Board approval.
- Designed and managed corporate annual events, including coordinating logistics and securing sponsorships.
- Enhanced internal communications through emergency alerts and community messaging.
- Created and edited videos, stories, and other media content for district marketing.
- Assisted with media relations, contributing to positive public relations and branding efforts.
- Reimagined and successfully launched an award-winning United Way Campaign, engaging staff participation.

ADVERTISING AND PROMOTION ASSISTANT

Digger Specialties, Inc. / January 2003 – December 2010

Key Responsibilities & Achievements

- Designed and updated promotional materials, including brochures, websites, pricing manuals, and product catalogs.
- Maintained inventory of all marketing materials, ensuring accuracy and availability.
- Created and updated product training presentations, marketing DVDs, and promotional forms.
- Assisted with press releases and copyediting for marketing collateral.
- Supported national trade shows and dealer conventions, helping coordinate logistics and marketing efforts.
- Proofed and ensured the quality of marketing materials before release.



[Jennifer-Smith.net](https://jennifer-smith.net)
(Digital Portfolio)



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