

JENNIFER SMITH

STRATEGIC COMMUNICATIONS & MARKETING LEADER

STORYTELLING
CONNECTIONS
COMMUNITIES
LASTING IMPACT

📍 Osceola, IN | 📞 (574) 292-1841 | ✉️ j_d_smith@comcast.net | 🔗 Jennifer-Smith.net

PROFESSIONAL PROFILE

Strategic communications and marketing leader with 20+ years of experience spanning public relations, brand strategy, digital communications, marketing, project management, and community engagement. Proven ability to lead organization-wide communications, advise executive leadership, manage high-profile and time-sensitive issues, strengthen brand visibility, and translate complex information into clear, engaging messaging. Combines strategic leadership with hands-on expertise in writing, design, digital content, media relations, analytics, and campaign development.

CORE EXPERTISE

Strategic Communications | Public Relations | Crisis Communications | Media Relations
Brand Strategy | Digital Communications | Community Engagement | Executive Communications
Marketing & Campaign Development | Social Media Strategy | Project Management | Analytics & Reporting

PROFESSIONAL EXPERIENCE

DIRECTOR OF COMMUNICATIONS

July 2021 – Present

School City of Mishawaka | Mishawaka, IN

Lead districtwide communications, marketing, and public relations strategy for a public school corporation, overseeing brand management, media relations, digital communications, community engagement, and internal communications. Serve as the district's primary spokesperson and communications advisor to the Superintendent, senior leadership, and School Board.

- **Develop and execute strategic communications plans** that strengthen community trust, support district goals, and highlight student programs and achievements.
- **Lead unified district branding and messaging** across digital, print, and media platforms.
- **Lead** district website, social media, and multimedia content strategy, building on more than a decade of work developing the district's digital presence and audience engagement.
- **Analyze** communication metrics to refine strategies and improve reach and effectiveness.
- **Manage** communications operations, including personnel, contractors, vendors, and budget, while serving as communications liaison to the School Board.

PROJECT MANAGER FOR VISION INITIATIVES & CORPORATE ANALYTICS

October 2015 – June 2021

School City of Mishawaka | Mishawaka, IN

Led planning and execution of districtwide strategic initiatives aligned with the school corporation's long-term vision. Partnered with the Senior Leadership Team to define goals, develop project management frameworks, and measure outcomes through data-driven strategies.

- Directed cross-department collaboration to implement complex initiatives involving multiple stakeholders.
- Designed performance tracking systems and analytics plans to measure initiative success.
- Provided strategic progress reports and presentations to district leadership, the School Board, and community partners.
- Ensured projects advanced on schedule, within scope, and in alignment with organizational priorities.

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Communicators
make the
complex
simple

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PROFESSIONAL EXPERIENCE (CONTINUED)

TECHNOLOGY HELP DESK / ADMINISTRATIVE ASSISTANT

January 2011 – October 2015

School City of Mishawaka | Mishawaka, IN

- Resolved technical issues for staff and students, reducing device downtime and improving productivity.
- Managed help desk operations and department technology budget, streamlining processes and supporting data-driven purchasing decisions.
- Provided training and guidance to increase adoption and effective use of school technology tools.

ADVERTISING AND PROMOTION ASSISTANT

January 2003 – December 2010

Digger Specialties, Inc. | Bremen, IN

- Designed and updated marketing materials including brochures, websites, pricing manuals, and catalogs.
- Managed marketing inventory and quality control, ensuring accuracy and on-time availability.
- Developed product training presentations, promotional videos, and forms.
- Supported national trade shows and dealer conventions, increasing event impact and visibility.

AWARDS & RECOGNITION



- Corporation Exemplar Award – Communication | 2022
- Corporation Exemplar Award – Building Community | 2022
- Corporation Exemplar Award – Creativity | 2018
- Consistently rated “Highly Effective” in performance evaluations

COMMUNITY LEADERSHIP



- High School Bowling Coach, LaVille High School | 2025 – Present
- High School Bowling Coach, Mishawaka High School | 2022 – 2025
- Middle School Bowling Coach, Parkway Lanes, Mishawaka, IN | 2022 – Present
- Board Member, St. Joe Valley U.S. Bowling Association | 2022 – 2025
- USBC Certified Bronze Level Coach | 2024

TECHNOLOGY & TOOLS



- Adobe InDesign | Photoshop | Illustrator | Premiere Pro | Microsoft 365 | Canva | Google Workspace
- Social Media Management | Analytics & Reporting Tools | CMS & Website Management

EDUCATION



General Studies Diploma | Bremen High School