




JENNIFER SMITH

COMMUNICATIONS / MARKETING / PROJECT MANAGEMENT

CONTACT

 (574) 292-1841
 j_d_smith@comcast.net
 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

Strategic communications and marketing leader with 20+ years of experience driving messaging, digital engagement, and community outreach initiatives. Proven success developing and expanding communication platforms, including building and growing School City of Mishawaka's social media presence over the past decade. Skilled at aligning communication strategies with organizational goals, leading cross-functional collaboration, and leveraging emerging tools and technologies to strengthen brand visibility, stakeholder engagement, and organizational impact.

WORK EXPERIENCE

DIRECTOR OF COMMUNICATIONS
School City of Mishawaka / July 2021 – Present

Key Responsibilities & Achievements

- Directed districtwide communications, marketing, and public relations strategy to strengthen community trust, engagement, and awareness of student programs and achievements.
- Led development and implementation of unified district branding and messaging across digital, print, and media platforms.
- Managed all media relations, serving as primary spokesperson and producing press releases, statements, and proactive media outreach.
- Oversaw district websites, social media, and digital communications, producing high-impact multimedia content to highlight district initiatives and successes.
- Analyzed communication metrics and engagement data to refine strategies and improve reach and effectiveness.
- Strengthened internal communications by coordinating timely messaging for staff, administrators, and families while providing communication tools and guidance to school leaders.
- Advanced district enrollment, recruitment, and community engagement through targeted marketing and storytelling.
- Managed communications operations, including staff/contractors, vendors, and budget, while serving as communications liaison to the School Board.

PROJECT MANAGER FOR VISION INITIATIVES AND CORPORATE ANALYTICS

School City of Mishawaka / October 2015 – June 2021

Key Responsibilities & Achievements

- Led planning and execution of districtwide strategic initiatives aligned with the school corporation's long-term vision, ensuring projects advanced on schedule, within scope, and in alignment with organizational priorities.

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PUBLIC SERVICE

ST. JOE VALLEY U.S. BOWLING ASSOCIATION

Board Member, South Bend, IN
2022 – 2025

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

KAREN MADOU

Manager
Chicory Cafe, Mishawaka
P: (574) 276-3060

TIM FYE

2nd Vice President
St. Joe Valley USBC Association
P: (574) 292-2899

JANE WRIGHT

Executive Director
Mishawaka Education Foundation
P: (574) 532-1881
E: foundation@mishawaka.k12.in.us

WORK EXPERIENCE CONTINUED

Project Manager for Vision Initiatives and Corporate Analytics, cont'd

- Partnered with the Senior Leadership Team to define initiative goals, success metrics, and implementation strategies for high-impact district projects.
- Designed and implemented project management frameworks, performance tracking systems, and analytics plans to measure initiative outcomes and support data-driven decision making.
- Directed cross-department collaboration and coordinated internal and external resources to successfully implement complex initiatives involving multiple stakeholders.
- Provided strategic progress reports and presentations to district leadership, the School Board, and community partners, strengthening transparency, accountability, and stakeholder engagement.

TECHNOLOGY HELP DESK/ADMINISTRATIVE ASSISTANT

School City of Mishawaka / January 2011 – October 2015

Key Responsibilities & Achievements

- 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, improving user satisfaction.

ADVERTISING AND PROMOTION ASSISTANT

Digger Specialties, Inc. / January 2003 – December 2010

Key Responsibilities & Achievements

- Designed and updated marketing materials—including brochures, websites, pricing manuals, and catalogs—enhancing brand consistency and customer engagement.
- Managed marketing inventory and quality control, ensuring accuracy and on-time availability for campaigns and sales initiatives.
- Developed product training presentations, promotional videos, and forms, improving staff knowledge and marketing effectiveness.
- Supported national trade shows and dealer conventions by coordinating logistics and marketing efforts, increasing event impact and visibility.



Jennifer-Smith.net
(Digital Portfolio)



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