

JENN GARNER

COMMUNICATIONS ACCOUNT MANAGER

Personal Info

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Location:

Greenville, SC

Web Resources:

[linkedin.com/in/jennrgarner57](https://www.linkedin.com/in/jennrgarner57)

Software & Applications

Adobe Creative Suite

Asana

Google Suite

iMovie

Microsoft SharePoint

Monday.com

Canva

Tableau

Wix and WordPress

Skills

Agency Experience

Strategic Communications

Email Marketing

Management Experience

Technical Writing

Multi-Tasking

Photo/Video Editing

Client Relationship Building

Remote Work Experience

Self-Taught Graphic Design

Strategic Planning

Time Management

Web Development

Education

Clemson University, B.A.

My background reflects me - a unique blend of creative and analytical thinking. I have a keen eye for the small details in the data but can step back and see the big picture of a project. I enjoy constructing communications and content for client messaging that will draw the audience in but get just as excited getting into the weeds of budgets and analytics to play "detective" on projects. I love a good challenge and my superpowers are planning and organizing, two must-haves in the chaotic world of account and project management.

Experience

Slide Nine Agency, Columbus, OH (Marcom Agency)

2021-Present Traffic + Resource Manager

- Build out workflows in Asana to increase team productivity
- Collaborate with account teams on resource recommendations
- Guide AOR account budgets, keeping them within 20% of monthly retainer
- Manage the freelance database for account and creative support
- Construct and implement comms plans for agency technology initiatives
- Help create and edit new client proposal decks and scopes of work

Meow Brother Creations, eCommerce Web-Based Craft Business

2017-Present Owner

- Built out company website using Wix and WordPress, driving web traffic through SEO optimization
- Created company logo, branding and "voice"
- Generate content for website and social media using Adobe Creative Cloud
- Develop marketing initiatives using Facebook Ads and Google Analytics

Medpoint LLC, Greenville, SC (Healthcare Consulting firm)

2017-2021 Project Manager

- Leveraged existing client relationships for new business opportunities
- Managed and mentored team of staff project coordinators
- Led calls with client and global cross-functional teams to ensure KPIs were met
- Handled project content and documentation within client-based systems
- Onboarded new clients, including developing scopes of work and contracts

MP Husky, Greenville, SC (Manufacturing company)

2014-2017 B2B Account Representative

- Developed training manual and managed training program for new employees
- Reviewed analytics to determine adherence to monthly marketing objectives
- Utilized email marketing strategies to retain/attract clients

Amsive, Greenville, SC (Marketing and Print Agency)

2011-2014 B2C Account Project Manager

- Oversaw communications marketing campaign for financial industry clients
- Served as single point-of-contact for assigned portfolio of clients
- Nurtured client relationship through successful execution of campaign
- Worked across internal teams to launch client's digital and print marketing campaigns

Community Impact Newspaper, Pflugerville, TX (Newspaper)

2010-2011 Newspaper Editor

Hill Country News, Cedar Park, TX (Newspaper)

2008-2010 Newspaper Staff Writer and Editor