

Jennifer L. Sharp

Communications Strategist

Contact

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Education

August 2020 – December 2022

University of Memphis
Master of Arts in Journalism & Strategic Media

August 2009 – May 2013
Christian Brothers

University
Bachelor of Arts in English for Corporate Communications
Minor in Business Administration

Key Skills

- Strategic Communications
- Writing & Messaging
- Media Relations
- Social Media Management
- Internal & External Communications

Affiliations

- Public Relations Society of America • Immediate Past President (Memphis Chapter)
- ColorComm
- Toastmasters
- Junior League of Memphis
- Zeta Phi Beta Sorority, Incorporated

Professional Summary

High-level communications strategist with experience in creating and implementing communications strategies. Interested in opportunities in various industries. Increased social media engagement for organizations by at least 10% - 20%. Placed both local and national media stories for various organizations.

Experience

September 2022 - Present

Strategic Communications Specialist • Shelby County Government (Mayor's Office of Innovation & Performance Analysis)

- Spearhead communications strategies and delivery for Shelby County Government and I-Team driven projects
- Co-lead the creation of *Adventures with Amir and Zuri: Shelby County A to Z*, an A-to-Z children's book targeting 2nd grade learners
- Place an average of 1-2 media stories each week through media inquiries and proactive pitching
- Garnered positive and neutral media coverage for the "3G" schools consensus agreement between Shelby County Government, Memphis-Shelby County Schools, Germantown Municipal School District, and the City of Germantown
- Consistently increase Shelby County Government's social media following and engagement across various platforms
- Provide ongoing support for communications efforts led by the Mayor's Office staff

January 2022 – August 2022

Policy & Communications Fellow • Shelby County Government (Mayor's Office)

- Drafted and distributed press releases detailing relevant newsworthy information and supporting brand image, and worked with news media to spread positions
- Oversaw professional social media messaging for Mayor Lee Harris and increased his social media engagement through content development, follower engagement, and social listening
- Earned the Harris administration national coverage on the "Fair Chance to Serve Ordinance," a bipartisan criminal justice reform that makes it easier for individuals with a criminal history to serve on volunteer boards and commissions
- Partnered with the Shelby County Health Department and Running Pony on a digital advertising campaign targeting

References

[Available upon request.]

residents to encourage them to visit the Shelby County Health Department for vaccinations and other healthcare services

September 2020 - January 2022

Public Information Specialist • Shelby County Health Department (COVID-19 Response Unit)

- Co-led communications efforts during the COVID-19 pandemic
- Co-led the “Kids COVID” campaign, an advertising campaign targeting children and their parents to encourage them to receive the COVID-19 vaccine
- Partnered with I Love Memphis Blog on a blog post about safe and socially distant activities to do in the spring
- Partnered with RedRover Sales & Marketing Strategy on a comprehensive marketing strategy about how to stay safe during the COVID-19 pandemic
- Created and distributed regular COVID-19 updates through internal and external communications
- Oversaw professional social media messaging on COVID-19 for the Shelby County Health Department through content development, follower engagement, and social listening
- Collaborated with public affairs representatives from local, state, and federal agencies to establish effective working relationships

October 2017 - February 2020

Marketing Assistant • Southern College of Optometry

- Oversaw professional social media messaging on for Southern College of Optometry’s three clinical facilities through content development, follower engagement, and social listening
- Increased social media following and engagement for FocalPoint at Crosstown Concourse by 20%
- Provided support and direction to consistently market and brand various SCO clinics, projects, and initiatives through both internal and external communications
- Co-led internal communications efforts to promote Memphis Medical District Collaborative’s Live Local initiative to SCO employees

March 2014 - June 2016

Assistant Account Executive • KQ Communications

- Increased clients' social media presence and engagement by at least 15% through content development, follower engagement, and social listening
- Served as a lead writer and content manager for the SCS Newsroom upon its creation
- Received VOX Awards from PRSA Memphis in 2015 and 2016 for the 2014 and 2015 Faith in Action Memphis Cleanups
- Written eye-catching copy for websites, flyers, and other marketing and advertising and collateral
- Monitored positive, negative, and neutral media mentions for KQ and its clients