

**JODI LANGELLOTTI**  
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## MARKETING AND COMMUNICATIONS

Results-proven training, communications, and marketing professional with a passion for making a difference in the lives of others. Cross-functional team leader adept at unifying diverse perspectives and organization and partner goals through targeted learning and development and building meaningful relationships. Skilled storyteller focused on ensuring the message is received as intended, leading to a change in attitude and behavior. Strong skills in breaking down complex ideas into easily digestible pieces, assessing the performance of messaging, ideating and creating content, networking and building strategy for increased organization and partner awareness, and ensuring effective messaging and team performance.

## CORE COMPETENCIES

Communications & Marketing: • Vision and Strategy • External, Internal, Crisis and Executive Communications • Storytelling • Public Speaking • Needs Assessment • Data-Driven Decision Making and Analysis • Influencer/Affiliate Marketing • Social Media Marketing • Critical Thinking • Detail-oriented • Project Management • Vendor Management • Sales • Business Development • Blog Strategy and Creation •

Growing People & Partnerships: • Instructional Design • Instructional Coaching • Relationship Building • Cross-Functional Team Management • Complex Problem Solving • Developing Others • Interpersonal Communication • Conflict Resolution • Networking • DEI • Customer/Partner Focused Service • Integrity •

Technical/Software: • Microsoft Office Suite (Word, Excel, PowerPoint, Publisher) • Outlook • One Drive • Google Workspace/Suite • Gmail • WordPress • Canva • Mailchimp • Constant Contact • Facebook • Instagram • Pinterest • LinkedIn • Eventbrite • Adobe Suite (Illustrator, Premier Rush, Photoshop) • YouTube • Basecamp • Teamwork • Program Management Software • Toonly • SaaS •

## PROFESSIONAL EXPERIENCE

**Advance CTE**, Silver Spring, MD (remote)

2022 – present

### COMMUNICATIONS ASSOCIATE

- Lead communications for national, grant-funded, medium to large-scale projects, initiatives, and publications, often with partner organizations, focused on increasing access and equity for all learners within the Career Technical Education (CTE) space at the state and federal policy levels.
- Provide technical assistance and educational workshops for State Directors of CTE and their teams to improve messaging and recruitment practices, share best practices, and create action plans to help change perceptions of CTE within their state.
- *Produced [four short-form videos](#) sharing the stories of alumni of The Postsecondary State Career Technical Education Leaders Fellowship on their journey to CTE leadership which have been shared nationally at educational conferences and will be used to create additional training and promotional videos for Advance CTE's staff, members, and partners.*
- *Dramatically increased organizational efficiency through recommended changes to policy & procedure and increased psychological safety of staff by providing insight into trauma-informed practices.*

**RAWZ Natural Pet Food**, York, ME (remote)

2019 – 2022

**DIRECTOR OF MARKETING, EDUCATION and COMMUNICATION**

- Oversaw all aspects of brand image, marketing, and product education, including content creation, messaging, internal and external communications, website administration, social media marketing, digital marketing, advertising, budget management and vendor management, all within set deadlines.
- Built brand awareness through strategic industry and non-profit partnerships that produced free advertising, company exposure, service discounts, and increased sales (20%+).
- *Created multiple video projects generating over 150,000 views on YouTube through creative and impactful content ideation, storyboarding, messaging, music selection, and editing.*

**woofmeow Family Pet Center**, Dover, and Derry NH

2019 - 2020

**EDUCATIONAL CONSULTANT**

- Evaluated staff training needs to develop and deliver in-person instruction, with an emphasis on diversity, equity and inclusion, including content creation, video modules, and workbook.
- *Dramatically drove point-of-sale (POS) results while increasing employee confidence, satisfaction, and retention on a limited small business budget.*

**Fabulously Fighting**, Atkinson NH (hybrid)

2017 - 2018

**OPERATIONS AND MARKETING**

- Built brand awareness and honed messaging to reach the ideal client through blog and social media and website content designed to educate and inspire clients and readers on physical and mental health topics.
- *Ghostwriter and editor of first edition of Fabulous Fighting book published by Penguin Random House, the largest general-interest paperback publisher in the world.*

**Pet Food Experts**, Cumberland RI (remote)

2015 - 2017

**TERRITORY MANAGER**

- Managed NH, ME, VT, and greater Boston area accounts in education and sales.
- *Dramatically grew established territory by 20%+ (\$1.6M) through strategic consulting with clients and creation of educational initiatives.*
- *Forged strong relationships with customers and brand representatives that produced increased business and revenues.*

**EDUCATION**

**Master of Music Education (M.M.Ed.)**, BOSTON UNIVERSITY, Boston, MA

**Bachelor of Music (B.M.) in Music Education**, UNIVERSITY OF HARTFORD, Hartford, CT

**MILITARY**

Army National Guard, E5, 5 years, Honorable Discharge

Air National Guard, E5, 5 years, Honorable Discharge

**VOLUNTEERISM**

Dover Public School family engagement through the K-12 Dover Public Schools Facebook page

Steering Committee, Dover Mental Health Alliance

PR/Communications/Marketing consulting woofmeow, and Recovery Friendly Workplace

ACEs/PCEs Master Trainer trained by ACE Interface & the Pinetree Institute

Youth and Adult Mental Health First Aid Trainer, National Council for Mental Wellbeing

Advisory Board Chair, Strafford County YMCA / Ex-officio Board of Directors, Granite YMCA