


Jenny Kessler Klump

BRAND | STRATEGY | PEOPLE | RESULTS

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EDUCATION

University of Cincinnati
Bachelor of Science, Design
Cincinnati, OH

CORE COMPETENCIES

- Account & Project Management
- Brand Positioning & Strategy
- Community Development & Advocacy
- Developing & Executing Creative Solutions to Complex Problems
- Fundraising Campaign Development
- Internal & External Communications
- Marketing & Communications Strategy
- Messaging & Storytelling
- Proposal & RFP development
- Public Relations Initiatives
- Strategic Outreach
- White Glove Client Service

INTERPERSONAL

- Effective, transparent communication
- Compassionate team management
- Relationship building & creation
- Adaptive & resourceful when facing constraints & deadlines

PROFESSIONAL SUMMARY

One-woman Swiss Army Knife producing growth & positive outcomes at the intersection of community development, urbanism, people, & brand. Effervescent advocacy inspires & creates strategic alliances & connections across multiple sectors. **Adeptly invigorates teams to courageously discover & build transformative solutions through creative ideation.**

Strategic creative management & powerful storytelling delivers results. Campaign creation inspires giving & new partnerships. Offers unique perspectives viewed through a design-thinking lens crafted from years of work in multiple verticals. Leverages multi-sector experience & empathetic client service to uncover, build, & strengthen brands. Track record of driving sales & market share via multiple roles.

Board member: *Market Center Merchants Association (Marketing Committee Chair), Harwood Community Association (Secretary).* City-wide corporate leadership development program "C-Change" Class 8 member (2013). Key Leadership Skills certified.

EXPERIENCE

Sr. Manager, Marketing & Business Development

[Advancement Strategy Consulting](#) | Remote | 2019 - 2021

Driving sustainable growth through brand discovery, building content & marketing strategy, & increasing sales for quickly growing Business, IT, & Policy consulting firm. Clientele includes **Fortune 100 & 500 brands** as well as government agencies.

Results include: Strategy, development & implementation of client's website & branding refresh. Completed designing & implementing University of the District of Columbia internal web portal & online student retention strategy.

Marketing & Media Relations Manager

[Everyman Theatre](#) | Baltimore, MD | 2018 - 2019

Led press relations, marketing, & brand strategy institutionally & show by show for nationally respected LORT-D theatre. Planned & implemented omni-channel strategies to sell & market the theatre's programming & boost fundraising efforts. **Leveraged city, press, & influencer relationships to increase engagement & coverage.**

Results include: Feature story placement in *The New York Times, The Washington Post, The Wall Street Journal, & The Baltimore Sun.* Marketing plan & strategy resulted in over \$30k in ticket sales. Increased social engagement by 15%. Created & contracted 19/20 seasonal advertising plan - omni-channel, ~\$80k budget with mix of digital, outdoor, & print. **Served for 4 months as Interim Director of brand & Marketing for a 5 person team.**

be brave. be kind.

STRENGTHS & SKILLS

- Developing & participating in **cross-functional teams that achieve client goals** on time, on budget, on brand, & with a smile.
- **30,000 ft analysis identifies project needs** to deliver successful outcomes.
- **Creative catalyst leverages design-based thinking** to imagine, plan, & execute initiatives that **capture attention, inform, & inspire**.
- Curious, bravehearted connector adept at **forging & maintaining strategic relationships** to further mutualistic goals
- Passionate visionary synthesizes data & information to **share stories that influence & create change**.
- Energizes & **empowers clients & colleagues to push their own boundaries** & participate in crafting new insights & initiatives.

PASSIONS & INTERESTS

- Equitable community advocacy, development, & outreach
- Urbanism & public transit policy
- Local politics & activism
- Kid's fitness, literacy, & development
- Improv comedy
- Cats, cooking, & travel (preferably by train)

Membership & Communications Manager

[The Center Club](#) | Baltimore, MD | 2016 - 2017

Brand guardian, social media strategist, & creative lead for private business & social club located in Downtown Baltimore. Oversaw, developed, & executed all print & digital communication. Utilized current trends in social media & new techniques to modernize member management & acquisition, enabling the club to attract newer & younger markets.

Results include: Creative direction & content creation for **new Club website & app in 4 months**, managing two agencies & 60+ pages. Developed membership acquisition strategies & increased engagement in new markets by over 25% in 6 months. Streamlining existing systems **improved efficiency by 30%**. Strategic lead, art director, & content creator for Club communications, website, social media & bi-monthly magazines.

Interim Executive Director & Communications Consultant

[Sharp Dressed Man](#) | Baltimore, MD | 2015 - 2016

Served as a consultant for one of Baltimore's leading nonprofits. **Raised \$50k in individual, corporate & grant support**, rebuilding organization's board and developing key relationships. Created marketing & PR campaigns that raised awareness locally, nationally, & internationally, including **Upworthy & Huffington Post**. Tripled program capacity through new agency partnerships.

Brand Strategist

[Meraki Creative Solutions](#) | Cincinnati, Baltimore, NYC | 2008 - present

Creative contractor: work includes brand building, account/project management, digital development & execution, journalism, communications & marketing strategy with a vast array of clients in consumer packaged goods, nonprofit, auto, food/bev, startup, entertainment, government, & arts verticals.

Clients include: Louis Jadot, Wewalka USA, First Fruits Farm Peak Automotive, Susan G. Komen, ArtsWave, Cincinnati Regional Chamber of Commerce U.S. Playing Card Co, Wilson; P&G, WorkMarket, Market Center Merchants Association

Select Client Success Stories:

- **Wrote over 100 articles** covering Cincinnati positive news & development, advocating for and influencing two political campaigns blocking public transportation.
- **Lead creative strategy for ArtsWave's 2013 Campaign, resulting in \$11.5M raised** in community contributions for the arts in Cincinnati.
- Curated the **Louis Jadot brand voice**, leading a cross functional creative team. Developed visual guidelines & social strategy which increased engagement on multiple channels.
- Served as **PEAK Automotive account manager**, overseeing promotional campaigns across their product portfolio with multiple agencies. Results increased press coverage, social media, & sales.
- Built **Wewalka USA's** brand positioning through development workshops. Served as a key team member in creating social & digital strategy introducing a new food brand to the US.

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