

JENNIFER MORRIS

8 Bowles Terrace, Lincoln, MA 01773

COMMUNICATIONS STRATEGY AND EXECUTION

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Skills

Strong writer/editor, adept with Mac/PC MS Office Adobe CC applications; Website & Email content and customization; HTML/CSS/PHP editing

Education

BA Hamilton College
Clinton, NY
MBA Simmons College
Boston, MA

Awards

2008: Simmons Fellowship in Entrepreneurship
2008: Silverman Business Plan Competition Finalist
2008: Hamilton-Kirkland Leadership Award
1992: Career Achievement Award, International Laser Display Association

Volunteering

Lincoln MA Green Energy Committee
GreeningLincoln.org
Mass CEC solar coach
MAPC Climate Resilience working group
Net Impact Boston (Marketing lead)
Lincoln Troop 127
Kirkland College Alumnae

PROFESSIONAL HIGHLIGHTS

Audience Outreach and Engagement:

- Developed proposals, website, public events and outreach for MassSave and SolarizeMass residential programs that resulted in over 1.3MW of new renewable power and 10% reduction in energy consumption; helped to secure public funding for municipal building energy efficiency initiatives.
- Ensured full compliance with a business transformation initiative by coordinating internal and external communication strategies for Pentair PLC, a global industrial corporation.
- Informed and engaged global employees for major technology clients, including Unisys, Tyco and Verisign, by developing executive speeches, video scripts and webcast presentations.

Marketing Communications:

- Scripted product demonstrations that won awards for a software startup at a major technology conference for three consecutive years; helped drive 20% growth in attendance at a premiere customer event.
- Wrote and produced print and email newsletters; collaborated on website design and content; integrated social media and expanded mailing lists and qualified prospect databases by over 300%.

Market Research:

- Helped double the size of a key Fortune 100 corporate account, by providing timely insight reporting and analysis of their online customer community at Communispace.
- Recommended online engagement strategies for parent marketing at Bright Horizons, a national day care center operator, with detailed research and reporting on social media impact and participation.

Sales and Business Development:

- Hired, coached and supervised sales & marketing staff at a boutique communications agency (Preston Productions Inc); grew accounts at technology firms by 30% annually for five years running.
- Managed RFP and RFI responses; created proposal strategies, processes and content; developed lead generation processes and configured Salesforce.com to improve forecast accuracy by 30%.

Technical Documentation and Compliance:

- Educated customers by updating and improving user manuals, product literature and technical whitepapers for music software, optical test equipment, and industrial safety valves.
- Ensured compliance with local and federal regulatory agencies (FDA, FAA) for use of laser devices in entertainment lighting and outdoor displays.

EMPLOYMENT HISTORY

2008 – present: Self-employed Strategic Communications Consultant and Writer/Editor

8/2005 – 8/2008: Simmons MBA Candidate, and Contract Consultant at Communispace Corporation

9/1999 – 8/2005: Vice President, Sales & Marketing, Preston Productions Inc., Marlborough MA

3/1995 – 8/1999: Director, Marketing & Communications, Preston Productions Inc., Marlborough MA