

# JENSENE SIMEK

## MARKETING SPECIALIST

### STRENGTHS

- ◆ Marketing expertise
- ◆ Critical thinking
- ◆ Strategic vision
- ◆ Exacting standards
- ◆ Financial acumen
- ◆ Common sense
- ◆ Non-profit experience
- ◆ Fundraising experience
- ◆ Event management
- ◆ Effective collaboration
- ◆ Dedication and drive
- ◆ Compassion
- ◆ Creativity
- ◆ Willingness to learn

### SUCCESSSES

- ◆ Successfully led historic 501(c)(3) organization during 3-month crisis period.
- ◆ Closed \$700,000 in new business for #1 digital ad agency.
- ◆ Helped Monster.com reach 1MM resumes from AOL for the first time in deal history.
- ◆ Developed targeted tune-in campaign to aid in The WB's most successful Fall Sweeps period ever.

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### OBJECTIVE

Accomplished marketing executive w/ robust online advertising background looking to re-enter workforce in an effective and impactful way to support business efforts, make a meaningful difference, and grow as a human being.

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### EXPERIENCE

8/2016– 11/2016

**The Moorestown Community House & Ballroom** — Moorestown, New Jersey  
Interim Executive Director

Acted as Chief Executive Officer responsible for all business, operational and financial functions of historic 501(c)(3) service organization & wedding/event facility. Directly responsible for daily strategic, financial, facility, event, landlord, vendor, caterer, staff, marketing & business elements of the organization in an interim capacity. Oversaw all pool facility and program management. Key projects include: remediated \$2MM forensic insurance claim, management of \$2MM Capital Campaign, \$1.3MM historical building restoration.

12/2015 – 8/2016

Fundraising Coordinator, Part-time

Managed Community Partner program comprising \$35k of 2016-17 topline revenue. Responsible for all aspects of annual Wine Tasting event, representing \$70k in fundraising revenue annually. Independently conceived, designed, solicited & generated \$11k in funding for and published the 2016-17 Community Calendar distributed to 9k+ local audience. Wrote and produced 2016 Annual Report. Responsible for all social media marketing. Maintained effective relationships with all stakeholders: Board of Trustees, key patrons, users, tenants, caterers, Community Partners, vendors, guests, media, local businesses and the Mt. Laurel YMCA. Attended events and oversaw event and building staff as necessary. Managed on-call situations on evenings and weekends.

1/2006 – 7/2008

**Melillo Consulting** — Somerset, New Jersey

Marketing Consultant, Virtual

Responsible for successful launch of www.melillo.com for HP IT consulting firm. Scope included: strategy, planning, discovery, mapping, creation of all wireframes, writing of all copy and sourcing and oversight of internal developer and external designer. Oversaw development and roll-out of in-house content management system. Additional projects: writing and development of quarterly newsletter, company brochure, annual marketing strategy, national event planning and implementation for C-level audiences. Planned and executed company's annual golf outing for 400+ C-level customers and prospects, which generated 15 qualified leads resulting in \$1MM+ annual sales for 2008.

1/2005 – 1/2006

**Avenue A | Razorfish** — Philadelphia, Pennsylvania

Business Development Manager

Top sales manager for Philly office of largest interactive ad agency/web development firm in US (2005, 2006). Drove sales from contact through strategy, proposal, presentation & successful conclusion w/in defined market. Aggressively researched, identified & qualified target prospects & developed contact strategy. Built and maintained alliances with C-level decision makers. Managed all inbound leads, collaborated effectively with senior management and internal teams to respond to all RFPs and craft all new business proposals and pitches for maximum revenue generation. Closed \$700,000 in revenue within first four months on the job. Responsible for the largest web development win in the history of the Philadelphia office.

## EDUCATION

Syracuse University  
Newhouse School  
Syracuse, New York  
Master's Degree  
Marketing & Advertising  
1995

University of Virginia  
Charlottesville, Virginia  
B.A., Communications  
B.A., Religious Studies  
1994

## EXPERT SKILLS

MAC & PC  
Microsoft Office  
InDesign  
Photoshop  
PowerPoint  
WordPress  
Salesforce  
Quick Books  
Constant Contact  
Social Media

## PUBLISHED

*"Advertising Awards;  
The Industry's Industry"*  
The First Encyclopedia of  
Advertising, Dr. John Philip  
Jones. New York: Lexington  
Books, 1996

## AFFILIATIONS

Moorestown Lax Club,  
Board Member/Registrar  
2014—current

The Tender Inc.  
Adult Day Center,  
Board Member/Treasurer  
2012—2015

Moorestown Home &  
School Association  
3<sup>rd</sup> Vice President  
2014 & 2015

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## EXPERIENCE (CONT'D.)

8/2000 – 1/2005

**America Online/Time Warner, Inc.** — Dulles, Virginia

Senior Account Manager

Primary relationship owner for division's two largest revenue-driving deals, representing more than \$60 million in annual top-line revenue. Member of deal team responsible for moving Careerbuilder into #1 position in Q104. Managed multiple, multi-million dollar strategic business relationships across AOLTW family of brands including AOL, AOL Instant Messenger, Netscape, CompuServe, Mapquest, Digital Cities & Time Inc. Successfully supported Time Warner TV deals, including The WB and Telepictures, against \$43 million/quarter revenue goal. Provided support & strategic thinking to attain partner goals in multiple verticals — e-commerce, entertainment, careers, finance, education, women, kids/teens. Premier partners included: CareerBuilder.com, Realtor.com, Monster.com, BusinessWeek, S&P Comstock, TheStreet.com, The Motley Fool, Smartmoney.com, CBS MarketWatch, University of Phoenix, Worldbook, National Geographic, Thompson's Peterson's, Upromise, iVillage, TheKnot.com. Successfully navigated AOL matrix; formed solid relationships across properties and divisions — Netscape, Compuserve, AIM, strategy, sales, shopping, operations, technologies — in support of partner initiatives. Managed team of eight.

8/1999 – 8/2000

**The Martin Agency** — Richmond, Virginia

Senior Account Executive, Martin Interactive

Strategized, developed & maintained gerber.com & tenderharvest.com. Launched Gerber's first e-commerce site @ gerber.com. Coordinated data transfers to Gerber's direct mail house & other partners to support ongoing customer relationship management & data mining initiatives. Identified & forged partnerships w/ e-tailers & third-party vendors for online merchandising, promotions & product fulfillment. Oversaw development of branded content on partner sites: Babycenter.com, Netgrocer.com, & Drugstore.com. Launched & sold new product online via gerbermom.com. Helped plan, implement & optimize \$600,000 banner ad campaign. Analyzed weekly activity via Web Trends software & optimized online initiatives based upon those analyses. Led team of six.

Account Executive

Assisted in production of Flash consumer health site for Novartis Pharmaceuticals @ novartisconsumerhealth.com & mini-sites for brands: Lamasil, Maalox, Desenex, Ex-lax, Gas-X. Planned & oversaw production & systems integration of scottstringfellow.com, a corporate site for regional brokerage firm, including a database-driven content management system. Helped plan, implement & optimize banner ad campaigns for Network Solutions, Inc. & Careerbuilder.com.

8/1995 - 8/1999

**The STAR Group Advertising Agency** — Cherry Hill, New Jersey

Senior Account Executive, STAR Group/Interactive

Facilitated new media development from concept & strategic mapping through client training & technical support. Daily liaison for websites: Zeneca Pharmaceuticals @ diprivan.com, The NJ Lottery @ state.nj.us/lottery/biggame, Global Vacations Group @ gvg.com, Philadelphia University @ philau.edu, NJ KidCare @ njkidcare.org, & regional LTL motor carrier, Jevic Transportation @ jevic.com. Drove development of intranet site for PA House of Reps., a CD-ROM prototype & series for GMAC Mortgage, a utility site for Vlasic Farms Mushrooms, e-commerce for Agson Inc. & banner ad programs for The Philadelphia Orchestra, Global Vacations Group & Agson. Strategic lead & primary client interface on all projects. Prospected, pitched & acquired new business for STAR/Interactive.