

Jennifer A. Tewell

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HIGHLIGHTS OF QUALIFICATIONS

13+ years Serving Nonprofits | Statewide Grassroots Advocacy | Trainer & Facilitator | Successful Fundraiser | Technology | Membership Management & Growth | Community Building | Social Media & Digital Campaigns | Excellent Communicator

EXPERIENCE

Principal, Jennifer Tewell Consulting, 2005- Present

Marketing and communications consulting for nonprofit organizations. Successfully securing unrestricted funds for nonprofit organizations through events and membership campaigns. I helped my clients diversify funding, increase community awareness, income generation, build community and/or membership. (2005-2009 Freelancer | 2010 – Present Full-time business owner)

Sample of Clients/Work:

Marketing and Communications Consultant, Delaware-Morrow Mental Health & Recovery Services Board, Delaware, OH

The Board in partnership with the community is charged to plan, develop, evaluate, and provide for high quality, cost effective, appropriate mental health and substance use treatment and prevention services that are accessible to the residents of Delaware and Morrow Counties.

- Rebranded organization including logo, website, messaging, ad campaigns
- Communicated and coordinated contact with all providers in the DMMHRSB Network of Care
- Created community building opportunities within both Delaware and Morrow Counties
- Strategy and execution of a marketing plan to increase awareness of the Board's role and work in mental health and substance use solutions

Education and Communication Consultant, Ohio Association of Area Agencies on Aging, Columbus, OH

Coordinated advocacy campaign with 12 agencies, annual conference and additional educational training for Area Agency staff and providers.

- Changed legislation and restored over 100 million dollars to the state budget through grassroots advocacy campaign, responsible for all online messaging and platform to shape the new administration's budget priorities and future of long-term care
- Revised membership program tripling association income in less than three months, increased event attendance
- Solicited and secured new sponsors and exhibitors, increased current sponsor levels (\$200K total programs revenue)
- Managed and facilitated consistent messaging with 12 agencies throughout the state working with executives and boards to ensure message consistency statewide
- Community building through membership, social media, events and engagement

Communications and Prevention Coordinator, Helpline of Delaware & Morrow Counties, Delaware, OH

Managed organization communications, e-news, and social media. Facilitated Stewards of Children and youth empowerment/education groups.

- Responsible for all communications including: website, press, social media, internal and external
- Stewards of Children Certified Facilitator and empowerment groups, crafted grant proposal, awarded a grant for annual retreat/support groups. Facilitated collaboration between partner agencies, fostering connection.
- Large digital media campaigns for community building: radio, billboards, Facebook campaigns, newspaper ads
- Technology: social media and online engagement; secured Google Apps for nonprofits, transitioned from old network, managed network for 50+ employees; streamlined processes with online registration and forms

Event Coordinator, Northwest Community Center, Rockford, IL

Facilitated all aspects of events, including: site selection; contracts; registration; communication of event details to attendees and staff; meal & audiovisual arrangements; basic budget reconciliation; processing speaker honorariums; and creation of marketing materials.

- Generated over \$40,000 in unrestricted funds through event fundraisers that had previously lost money in less than a year; increased community awareness and engagement through events and communications
- Produced signage, shirts, brochures, registration forms, fliers, and sponsor presentations
- Successfully solicited television, radio, and newspaper sponsors and managed more than 20 volunteers/staff

ADDITIONAL WORK EXPERIENCE

Membership and Communications Manager, Ohio Association for Career Technical Educators, Columbus, OH, 2009 – 2010

Event and meeting planning for groups of 20 to 600+, newsletter editing and ad sales, annual conference coordination, membership and marketing campaigns, financial reports, board meetings, sponsorship and partner solicitation, committee leadership and coordination, web site redesign and updates.

- Increased and restructured membership in less than six months increased numbers to over 2400 in six months through improving the efficiency and turn around for new/renewing members
- Doubled newsletter ad sales for total revenue of over \$10,000 in total annual contracts and implemented social media
- Event contract review saved divisions over \$20,000 in tightening contracts for division events

Marketing/Sales, Cullins One Hour, Columbus, OH, 2007 – 2008

Training sales department and CSR, developing new processes to make the company run more efficiently, phones, development of forms, development of marketing materials, development of return procedures and inventory, data entry, problem solving, implementation of staff meetings, and presentations to attract new clients.

- Marketing to past and potential customers, creation of marketing materials, web site overhaul
- In-home Sales 25-40% closing rate
- Organizational Advisor for new processes, trainer and recruiter, financial and status reports

Logistics Coordinator, Ohio Association of Community Action Agencies, Columbus, OH, 2006 – 2007

Strategic planning and training with our member agencies, including statistical compiling of data, focus groups, board retreats, and final report presentation. Event planning internally and with member agencies, developing community partnerships to increase effectiveness of programs available to the target population.

- Event planning for various agencies state-wide, multi-day annual conference and events for group of 20-400
- Strategic Planning data organization: surveys, demographic reports, and focus group facilitation
- Produced marketing material for curriculum, events, and presentations
- Solicited vendors for annual Winter Conference of 400 participants and \$5000 Reception Sponsor

COMMUNITY INVOLVEMENT

Board Chair, Member, MOMologues Committee Chair | POEM for moms, Columbus, OH, 2010 – 2011
(Merged with Mental Health America Franklin Co.)

Facilitator/Volunteer/Advocate/Planner | Helpline of Delaware & Morrow Counties, Delaware, OH, 2007- 2011

EDUCATION

Masters of Social Work, 2019- Louisiana State University, Baton Rouge, LA

Bachelors of Science, Organizational Communication, 2009 - Franklin University, Columbus, OH

Associates of Arts, Early Childhood Education, 2006 - Rock Valley College, Rockford, IL

PROFESSIONAL MEMBERSHIPS AND CERTIFICATIONS

- Certified Sexual Assault Advocate
- Certified in Fragile Families Curriculum for Couples
- Stewards of Children Certified Facilitator
- Member, National Association of Social Workers