

JENNIFER L. PULLINGER

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QUALIFICATIONS SUMMARY 20+ years in marketing and communications. Write and edit content on a range of subjects. Employ precise editorial standards. Envision and manage multifaceted media campaigns for diverse audiences. Track record of building large and loyal social media followings. Published writer and photographer.

EDUCATION **Master of Arts, Communications** (2003) | Georgia State University
Bachelor of Science, Marketing; Minor, Communications (1997) | Virginia Tech

EXPERIENCE **WRITER, EDITOR, PUBLICIST, SOCIAL MEDIA STRATEGIST**, January 2006 – current

Freelance, Richmond, VA, jenniferlpullinger.com

Provide writing, editing, social media, photography, and publicity services. Craft a range of communications materials, including digital content and press releases. Manage website launches and content marketing strategies, and develop awareness campaigns based on industry trends, including influencer campaigns. Mastery of social media platforms, apps, and best practices. **WRITING CREDITS:** *INFORM* (publisher: Virginia Society of the American Institute of Architects), *Mediabistro.com*, *Flavor Magazine*, *Richmond.com*, *Northern Virginia Magazine*, *Virginia Gardener*, *Angling Trade*, *Architect Magazine*, *Richmond Magazine*, and *C-Ville Weekly*. Clients have included PBS Education, Keppler Speakers, Yoga Alliance, The Underground Kitchen, Southern Women’s Show, and The History Press.

- **NOTABLE CLIENT:** PBS, Arlington, VA, pbs.org/education – From 2014 to 2018, crafted social media content (toolkits, weekly schedules) that engaged and inspired a national audience, including 350 member stations. Shared top educational news and PBSLearningMedia.com instructional resources across PBS Teachers, PBS LearningMedia, and PBS TeacherLine Facebook and Twitter channels.
- **NOTABLE CLIENT:** Underground Kitchen, Richmond, VA, undergroundkitchen.org – Provided publicity services, including social media management, copy- and script-writing, and influencer outreach that led to placements in *The Washington Post*, *Eater.com*, and *The Washingtonian*.
- **NOTABLE CLIENT:** Southern Women’s Show, Richmond, VA, southernshows.com/wri – Created and executed the show’s publicity strategy, including social media and influencer campaigns.
- **NOTABLE CLIENT:** Mediabistro.com, New York, NY – From July 2012 to February 2013, served as editor of the morning newsfeed, a roundup of the top headlines in publishing, broadcasting, media, advertising, mobile, and PR, emailed daily to 170k subscribers, including major media influencers.
- **NOTABLE CLIENT:** Oettinger & Associates, Inc., Springfield, VA, o-a-inc.com – Executed publicity plans for political and military affairs books, and for acclaimed indies *The War Tapes*, shortlisted for the Oscars Best Documentary Feature, and *Sweet Land*, the first carbon neutral film of its kind.

MARKETING COPYWRITER/WEB CONTENT MANAGER, May 2012 – November 2012 (and freelance)

Keppler Speakers, Arlington, VA, keplerspeakers.com

Created content for the website and social media (author bios, intros, speech topics). Set editorial direction of website, wrote for niche direct marketing campaigns, and updated speaker information.

SENIOR MARKETING COMMUNICATIONS MANAGER, February 2011 – December 2011

Recreational Boating and Fishing Foundation, Alexandria, VA, takemefishing.org

Developed consumer engagement strategy, including public relations, social media, and website content plan. Created editorial calendars and edited all consumer-facing content, including blog, e-newsletters, and press releases. Managed a team of freelance writers and public relations vendor.

E-CONTENT EDITOR, August 2007 – February 2009

Island Press, Washington, DC, islandpress.org

Wrote and edited all digital content to enhance public understanding of policy, environmental and scientific issues. Developed online marketing plan aimed at boosting web traffic, interactivity, and functionality. Interviewed authors, produced podcasts, and managed blog.

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EXPERIENCE CONT'D

SENIOR MARKETING COORDINATOR, August 2003 – March 2006

VMDO Architects, PC, Charlottesville, VA, vmdo.com

Wrote and edited copy and created graphics for a range of marketing collateral including proposals, presentations, brochures, press releases, awards submittals, community handouts, website and firm blog. Produced and edited videos distributed on firm website and in client interview presentations.

RESEARCH ASSISTANT, August 2002 – June 2003

Center for Writing and Research, Georgia State University, Atlanta, GA

Tutored students with individualized instruction on how to improve their writing and research skills.

BOOK PUBLICIST, July 2000 – June 2001

National Book Network, Lanham, MD, nbnbooks.com

Wrote and distributed targeted press kits and maximized coverage of titles through proactive pitching, extensive follow-up and coordinated multi-city media/book signing tours and special events.

- **NOTABLE PR CAMPAIGN:** Secured best-selling author and cooking personality **Rachael Ray** her first national TV appearance on *The NBC Today Show* and her first meeting with *The Food Network*.

NEWS REPORTER, April 1998 – July 2000

WINA AM 1070 News-Talk Radio, Charlottesville, VA, wina.com

Edited audio and wrote breaking news and feature stories on tight deadlines for award-winning station. On-air news reporting at the top and bottom of the hour. Notable Interviews included film critic Roger Ebert, actors Sigourney Weaver and Rip Torn and director Arthur Penn.

RESEARCH ASSISTANT, March 1999 – July 2000

University of Virginia Darden School of Business, Charlottesville, VA

While working full-time at WINA, edited case studies for style, clarity, punctuation and grammatical accuracy on an as-needed basis for the Marketing Studies Department.

SOFTWARE

General Skills: Microsoft Office, PhotoShop, InDesign, Lightroom, Premiere, and Audition, Final Cut Pro, Audacity, Cision, Salesforce, Google Analytics

Additional Skills: screenwriting, photography, basic HTML, content management systems

VOLUNTEER EXPERIENCE

COMMUNICATIONS VOLUNTEER, May 2009 – December 2016

Virginia Production Alliance, Richmond, VA, filmva.com

Implemented social networking activities aimed at updating and mobilizing membership and film and media professionals. Served on the elected board from May 2009 to April 2010.

MARKETING DIRECTOR, May 1997 – April 1998

Central Florida Film and Video Festival, Orlando, FL

Managed media campaign and grassroots audience outreach. Garnered media coverage for staff and filmmakers. Acquired *Independent Film Channel* sponsorship and helped write award-winning grant.