

Jennifer L. Pullinger

www.jenniferlpullinger.com | 434.227.1715 | jpullinger@gmail.com

QUALIFICATIONS SUMMARY 15+ years in marketing and communications. Write and edit content on a range of subjects. Envision and manage multifaceted media campaigns for diverse audiences. Track record of building large and loyal social media followings. Published writer and photographer. Blogger at TakingRootBlog.com.

EDUCATION **Master of Arts in Communications**, August 2003
Georgia State University, Atlanta, GA
Bachelor of Science in Marketing, Minor in Communications, December 1997
Virginia Tech, Blacksburg, VA

EXPERIENCE **WRITER, EDITOR, PUBLICIST, SOCIAL MEDIA STRATEGIST**, January 2006 – current
Freelance, Richmond, VA, www.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 ongoing content marketing strategy. Mastery of social media platforms (Facebook, Twitter, Google+, Instagram, Pinterest), apps and best practices. Writing credits: *INFORM* (published by the Virginia Society of the American Institute of Architects), *Mediabistro.com*, *Flavor Magazine*, *Richmond.com*, *Northern Virginia Magazine*, *Virginia Gardener*, *Angling Trade*, *Architect Magazine* and *Cville Weekly*.
NOTABLE PROJECT: *Mediabistro.com*, New York, NY - July 2012 to February 2013 - Editor of the morning newsfeed, a roundup of the top headlines in media, broadcasting, PR, advertising, publishing and mobile, emailed daily to 170k opt-in subscribers, including major media influencers.
NOTABLE PROJECT: Oettinger & Associates, Inc., Springfield, VA, www.o-a-inc.com - Developed national media plans for political, business, history and military affairs books. Executed select city publicity strategy for acclaimed indie films *The War Tapes*, shortlisted for the Oscars Best Documentary Feature, and *Sweet Land*, the first indie carbon neutral film of its kind.

MARKETING COPYWRITER/WEB CONTENT MANAGER, May 2012 – November 2012
Kepler Speakers, Arlington, VA, www.keplerspeakers.com
Created, managed and disseminated content for the website and social media. Coordinated content from multiple sources, set editorial direction of website, wrote for niche direct marketing campaigns and updated product (author bios, intros, speech topics) information.

SENIOR MARKETING COMMUNICATIONS MANAGER, February 2011 – December 2011
Recreational Boating and Fishing Foundation, Alexandria, VA, www.takemefishing.org
Developed and managed consumer engagement strategy, including public relations and social media outreach to heighten brand awareness, grow social networks and boost web traffic. Created editorial calendars and edited all consumer-facing content, including blog, website, e-newsletters, press releases and more. Managed a team of freelance writers and public relations vendor.

E-CONTENT EDITOR, August 2007 – February 2009
Island Press, Washington, DC, www.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, www.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, www.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, www.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.

SKILLS

Desktop Publishing: QuarkXPress, PageMaker, PhotoShop, InDesign

Other Relevant Software: Microsoft Word, PowerPoint, Excel, Cision, Adobe Lightroom

Video/Audio Software: Adobe Premiere, Audition and Encore, Apple Final Cut Pro, Audacity

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

VOLUNTEER EXPERIENCE

COMMUNICATIONS VOLUNTEER, May 2009 – current

Virginia Production Alliance, Richmond, VA, www.filmva.com

Implement 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 and marketing campaign and grassroots audience outreach. Garnered media coverage and interviews for staff and filmmakers. Acquired sponsorships including the *Independent Film Channel* and helped write award-winning grant.