

JENNIFER MORRIS

8 Bowles Terrace, Lincoln, MA 01773

COMMUNICATIONS STRATEGY AND EXECUTION

mobile: (781) 572-4423 me@jenniemorris.com; www.jenniemorris.com

Skills

*Strong writer/editor, adept with: MS Office365 & Adobe CC apps
Sharepoint, Salesforce
Website & Email content and customization
Wordpress/HTML/CSS/PHP edits
Utility sourcing platforms
(PowerAdvocate, Ariba)*

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

PROFESSIONAL HIGHLIGHTS

Sales and Business Development:

- Managed proposal development, document editing and public utility RFP compliance at Ecova and CLEARresult to compete for energy efficiency program implementation opportunities. Proposals achieved a >50% win rate.
- Hired, coached and supervised sales & marketing staff at Preston Productions Inc., a boutique communications agency and Image Engineering Corp., an entertainment lighting firm. Grew accounts at technology firms by 30% annually for six 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:

- Edited comment letters for utilities addressing regulations proposed by the Department of Energy.
- Educated customers by updating and improving user manuals, product literature and technical whitepapers for music software, optical test equipment, and industrial safety valves. Reported compliance with local and federal regulatory agencies, incl. FDA and FAA.

Audience Outreach and Engagement:

- Developed proposals, marketing strategies, 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.
- Led membership outreach and event marketing as a volunteer for Net Impact Boston and Kirkland College Alumnae.

Marketing Communications:

- Developed strategic presentations and live product demonstrations to help a software startup win awards at an HR-IT conference for three consecutive years; helped drive 20% growth in attendance at a premiere customer event.
- Informed and engaged global employees for major corporate clients by developing coordinating internal and external communication strategies, executive speeches, video scripts and award-winning tradeshow presentations.
- Collaborated on small business website development; wrote and produced content for print and email newsletters; integrated social media and expanded mailing lists and qualified prospect databases by over 300%.
- Configured Wordpress installations for several non-profits, integrated social media and email marketing capability; trained staff to maintain ongoing digital presence.

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 (now at CSpace).
- Researched and recommended online engagement strategies for parent marketing at Bright Horizons, a national day care center operator, with detailed reporting on social media impact and participation.

[Jennifer Morris, p. 2]

EMPLOYMENT HISTORY

2/2019 – present: Communications Consultant, Jeneral Purpose LLC

4/2018 - 1/2019: Proposal Analyst, CLEAResult Consulting, Inc., Austin, TX

4/2016 - 3/2018: Senior Proposal Writer, Ecova Inc. (now, Engie Impact), Spokane, WA.

9/2008 – 3/2016: Self-employed Strategic Communications Consultant and Writer/Editor; multiple corporate clients

9/2007 - 8/2008: Post-grad Fellow, Simmons Entrepreneurship Program; consultant to Bright Horizons, Inc.

8/2005 – 8/2007: Simmons MBA Candidate, and Contract Consultant at Communispace Corporation (now CSpace)

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

5/1979 – 12/1994: Principal, President and Creative Director, Image Engineering Corporation, Somerville MA