

JENNIFER FEDERICI

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PROFESSIONAL SUMMARY

- **Marketing leader with almost 20 years of experience leading the strategic development of integrated marketing campaigns to drive and sustain revenue growth.**
- Talented and engaging team leader with a unique ability to motivate and organize cross-functional staff teams.
- Demonstrates strong critical thinking, decision making, problem solving, time management, multi-tasking, and communication skills.

CORE PROFICIENCIES/TECHNICAL SKILLS

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| – Strategic Planning | – Email Marketing
(Constant Contact, Emma) | – Content Management Systems
(Drupal, Wordpress) |
| – Promotions | – Budgeting & Forecasting | – Market Research & Segmentation |
| – Adobe Creative Suite
(InDesign, Photoshop) | – CRM | – Google Ads/Analytics/Grants |
| – Training & Development | – Automation Platforms
(Hubspot, Lead Liaison) | – Social Media Management
(Buffer, Hootsuite) |

EXPERIENCE

Assoc. Vice President of Marketing | YMCA of Metropolitan Dallas, Dallas, TX 2014-Present
A charity organization with 18 facilities and 100+ program sites throughout 8 North Texas counties.

- Lead a team to drive new customer and donor acquisition, drive current customer engagement and retention, and increase brand penetration through paid advertising, brand management, and the creation of compelling and effective promotional, fundraising, and stewardship collateral.
- Develop marketing strategy to define target audiences and reach them via a variety of digital and traditional platforms (programmatic, email, social, TV, radio, print), as well as brand management tools such as website, social channels (Facebook, Instagram, Twitter, YouTube), and blog.
 - **Success:** Increased new member unit sales by at least 5% over previous year, each year from 2014-2018.
- Lead cross-functional teams to maximize the effectiveness of the YMCA's brand, internally and externally.
 - **Success:** Launched LucidPress, a brand-templating platform, across the organization to maximize Marketing and Communications efficiency, while safeguarding the usage of the YMCA's brand in all external communications.
 - **Success:** Partnered with our Chief Human Resources Officer to create a communications plan to engage and motivate staff. These efforts included designing on-boarding materials, ongoing development of a staff mobile app, planning a Staff Empowerment Day annual event, and email communications to highlight benefits.
- Implement a donor communications plan and execute advertising efforts to increase number of new donors and overall donations annually. Execute stewardship plans to thank, retain, acknowledge, and show impact to donors year-round.
 - **Success:** YMCA Day of Giving was launched in 2018 as a joint initiative of the Marketing and Development teams, with online and print advertising, in-branch activations, and digital communications. The 4 YMCA Day of Giving events held to date (2018-2021) have raised over \$665,000.

Marketing Manager | Capital Institutional Services, Inc., Dallas, TX 2013-2014

An independent agency broker offering global execution services for institutional investors.

- **Successes:** Launched a new Managed Account product and developed a digital voice for CAPIS through an integrated plan that included launching a responsive website, an automated email series for sales staff use, and educational blogs and collateral for clientele.

Marketing Director | Lonestar Credit Union, Dallas, TX 2010-2013

A not-for-profit financial institution serving Dallas, Greenville, and Terrell, TX

- **Successes:** Launched LSCU's first-ever credit card product and moved LSCU into the digital space by introducing marketing segmentation and automation tools, creating a social media presence, implementing a responsive website, as well as their first ever mobile app, Google Analytics, and Search Engine Optimization.

Account Manager | Marketing Symphony/Resource One Credit Union, Dallas, TX 2008-2010

A marketing firm specializing in integrated marketing and public relations – primary client, Resource One Credit Union.

- **Successes:** Refreshed the Resource One Credit Union brand through innovative marketing technologies such as pURLs and segmented email efforts, while maintaining their presence in traditional mediums like direct mail and community outreach events. (Marketing Symphony employee acting as Marketing Manager for the credit union)

EDUCATION | CREDENTIALS

Bachelor of Journalism, University of Texas at Austin Austin, TX

- *Presidential Scholar:* Awarded to students with excellent academic credentials

Nonprofit Marketing Certificate, Center for Nonprofit Management Dallas, TX

VOLUNTEERISM / COMMUNITY LEADERSHIP

Board Member | Girls on the Run DFW Current

A 501(c)3 nonprofit organization dedicated to enhancing girls' physical, emotional, and social competencies.

Equity Champion | YMCA of the USA 2018-Present

A 501(c)3 nonprofit organization that serves as the national resource office for over 2,700 YMCAs throughout the nation.

- **Steering Committee Member** for Campeones Unidos, the YMCA's Hispanic/Latinx Employee Resource Group, providing support and help with the career and personal development of ERG members, and working to address issues facing the Latinx community, inside and outside of the workplace.
- **Mentor** in the YUSA's Multicultural Mentor Program, guiding multicultural staff people throughout the nation to aid in career preparation and professional development.
- **Curriculum Writer** for YUSA's Women's Mentor Program, designing, developing, and launching content to enhance women's career development across all national YMCAs.
- **Member** of the National Hispanic Latino Leadership Network's Puerto Rico Task Force, created to support the YMCAs in San Juan and Ponce, Puerto Rico in their recovery in the aftermath of Hurricane Maria. Created the integrated communications plan and designed the bilingual collateral to support fundraising efforts, raising over \$100,000.