

Jennifer K Briggs

EDUCATION

Elon University
Bachelor of Science
Major: Business Administration
Concentration: Marketing
Elon, NC
May 2002
Dean's List: December 2000 – May 2002

WORK HISTORY

Creative Manager **October 2017 – Current**
Texas A&M University School of Innovation **College Station, TX**

Provide creative direction and design for the marketing and communication needs of the Innovation School. Serves as primary support for the Senior Development Officer

- Manage cohesive creative direction and messaging in all projects and deliverables to integrate, align and reinforce school and university branding across all mediums such as print, electronic, websites, social media and multimedia
- Provide strategy, facilitate brainstorming, and create execution plans for advertising campaigns
- Implement a brand strategy and marketing plan
- Manage projects from conception through production to ensure high-quality, brand-compliant results delivered on time and on budget
- Oversee projects with external media and creative agencies to ensure creative quality and alignment with the school's brand strategy
- Provide occasional print production, pre-press review, and print vendor coordination
- Lead and ensure adherence to production work-flow and quality standards
- Manage the development activities of the Senior Development Officer including donor visits; cultivation events with donors and prospective donors; travel coordination; correspondence; weekly reports; donor file maintenance; proposals; gift agreements; research; metric tracking, and new accounts
- Coordinate all development and engagement events and activities
- Develop strategy for identifying prospective donors, utilizing research and wealth screening
- Create and produce in-house invitations, announcements, brochures, and certificates
- Manage all accounts, including incoming gifts, and endowments
- Work with appropriate personnel in the school and across campus to create engaging video, photography, and other multimedia components to enhance the school's digital media presence
- Manage overall direction and quality of all visual media, leading development of related concepts and creative strategies and ensure consistency with brand communication goals.
- Conceptualize storyboards and produce high-quality photographs and videos for marketing campaigns and the website
- Collaborate with producers, photographers, and content editors to collect asset materials for designers
- Research and analyze industry trends and maintain knowledge of emerging technologies and creative techniques
- Design, plan, and coordinate logistical and administrative support for events, meetings, and other special functions; and provide on-site support for those functions
- Determine staffing needs for events and secure appropriate support from staff resources within the office

Development Officer III
Texas A&M University School of Law

July 2014 – October 2017
Fort Worth, TX

The Development Officer is responsible for overseeing all development activities for the Senior Director of Development including scheduling donor visits, arranging travel, managing the appointment calendar, conducting donor research, updating donor records, opening new accounts, processing all gifts, and managing all law school accounts held and Texas A&M Foundation.

- Maintained portfolio of 185 donors and prospective donors regarding their development status and next steps
- Developed strategy for identifying prospective donors, utilizing research and wealth screening
- Prepared donor gift agreements and proposals
- Coordinated all development, engagement, and cultivation events, both on and off campus
- Created and produce in-house invitations, announcements, brochures, and certificates
- Generated and acquire recognition gifts for various levels of giving
- Coordinated and organize the annual scholarship reception
- Communicated directly with donors and prospective donors regarding law school statistics and programmatic information, special events, and questions on how to make a gift
- Managed all season tickets to Texas A&M football games for the law school and Dean, including ticket purchase, donor selection, distribution, and tracking previous guests from year to year
- Point person for innovative custom promotional items to aide in faculty recruitment, specific marketing campaigns, and special projects
- Facilitated entire ordering process from initial design to delivery of all promotional items for development, the Dean, and select departments within budget and manage the inventory
- Coordinated and organize meetings, visits, and tours for visiting main campus units, VIP's, donors, and prospective donors
- Scheduled donor appointments for Senior Development Officer with the law school Dean
- Served as liaison between Texas A&M School of Law financial staff and Texas A&M Foundation
- Back-up administrative support for Dean's Executive Assistant

Committees and Working Groups:

- Scholarship Committee, records keeper (2015 – 2017)
 - facilitate selection meeting
 - ensure compliance with donor intent and gift agreement purpose
 - track scholarship accounts' viability
 - assist with the distribution of scholarship funds
- Crawfish Boil (2015 – 2017)
 - Co-chair (2018)
- Graduation Committee (2015 – 2017)

Care Giver, Estate Executor, and Trustee
Self Employed

November 2011 – December 2013
Kilauea, HI

Provided personal and medical care for mother throughout their battle with cancer, executor of mother's estate after her passing and acted as trustee for sibling's finances and trust

- Completed probate process to establish mother's estate
- Facilitated the transfer of all accounts, properties and assets from mother's name to mine
- Maintained and managed all assets and properties of the Estate including paying all maintenance fees, annual dues, and bills associated with the upkeep of the Estate
- Compiled and filed all tax paperwork for the Estate and all its assets

Development Assistant
University of Texas at Arlington

October 2008 – November 2011
Arlington, TX

Managed all administrative functions for the Director of Development for the College of Liberal Arts including scheduling appointments, travel arrangements, payment vouchers, expense reports, updating the donor database, and writing and reviewing written correspondence

- Coordinated travel arrangements and prepared vouchers for payment and reimbursement
- Organized and managed the President's annual Glass Art Show and Sale – an exclusive event for hundreds of high-level donors
- Arranged special events for the College of Liberal Arts and its departments
- Organized and prepared materials for annual board meeting

Marketing Assistant
AbD Serotec

February 2006 – July 2007
Raleigh, NC

Administered all aspects of the corporate marketing plan for the North and South American regions, served as the liaison between the U.S. and European offices, and managed all the needs of the sales team including travel arrangements, providing marketing materials, and distributing sales leads

- Booked, organized, packed, and managed all conventions and exhibitions – an average of 10 events per month ranging from large conventions to small vendor shows
- Created and implemented email and mailing campaigns
- Produced ad hoc marketing including text for monthly e-newsletter and local promotions
- Tracked and recorded redemption of promotional offers
- Coordinated with mailing houses and local suppliers to ensure execution of the marketing plan
- Fulfilled customers' requests for literature and managed the level of inventory
- Assisted with customer data administration through the use of a modern CRM system
- Tracked, maintained, and recorded all North and South American marketing costs

SUMMARY OF QUALIFICATIONS

- Ability to coordinate and complete multiple projects and events
- Proven success in providing support to senior management
- Solid track record of consistently meeting and exceeding company goals, objectives, and expectations
- Exceptional written and oral communication skills with the ability to build strong working relationships
- Quick learner who adapts easily to a changing environment: organized, detailed-oriented, and meticulous
- Strong research, writing, organizational, and customer service skills
- Effective active listener and skilled in conflict resolution (conflict resolution focused)
- Computer proficiency (Word, Excel, MS Outlook, PowerPoint and Advance)