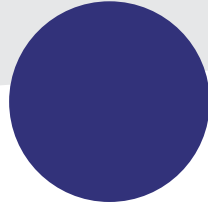


JEN BERMAN



Work Experience

2018 - 2020

JDC *Planning & Brand Manager*

Global Marketing
& Communications

New York, New York

- Rebranded JDC, as the first-ever to hold the position, reporting directly to global CMO and managing team of 15
- Managed internal and agency teams developing global brand architecture, messaging, guidelines, CRM strategy, digital strategy, and creative
- Developed internal communications plan for brand rollout for 1,100+ employees in over 70 countries
- Initiated and oversaw implementation of digital asset playbook
- Responsible for consistent brand messaging across all brand properties and marketing mediums
- Monitored and evaluated results of analytics team reporting to recommend campaign optimizations, further testing, and new marketing initiatives
- Successfully pitched and executed new global content acquisition strategy that resulted in 10,000+ new on-brand photographs and videos that have revolutionized brand marketing at JDC
- Led campaign management and creative strategy on major fundraising, engagement, and awareness campaigns (year-end, #GivingTuesday, COVID-19 emergency response campaign, and more)

2016 - 2018

JDC *Project Manager*

Global Marketing
& Communications

New York, New York

- Built and optimized the first-ever marketing project management function, systems, and processes across the global organization
- Oversaw the planning, implementation, and tracking of more than 600 short, medium and long-term marketing & communications projects that increased brand visibility and ROI
- Created, monitored, and tracked detailed work plans and timelines with 15 project staff and more than 100 clients to ensure project benchmarks and goals were being met with consistency and quality
- Served as both creative, strategy, and project lead on multiple multi-million dollar campaigns
- Promoted from Coordinator to Project Manager within six months

Expertise

Strategic Marketing & Communications, Media Planning, Digital Marketing, Creative Strategy, Content Creation, Writing, Design, Branding, Data Analytics, Optimization, Social Media, Email Marketing, and more.

Education

Temple University, Fox School of Business

MS, Digital Innovation in Marketing | 2020-2021

University of Kansas

BA, Behavioral Science International Development
2008-2012 | Lawrence, KS.
Senior Honors GPA: 3.87

Awards & Certifications

- Award & Scholarship Recipient for Community Health & Development
- Service Learning Certification
- Adobe Creative Suite Certification
- HubSpot Inbound Email Marketing Certification
- President, Hillel, University of Kansas

Volunteering

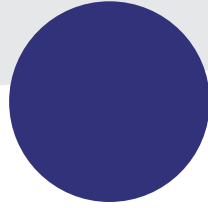
- Designer, Rescue City, Dog Rescue Organization
- Pro-Bono Marketing & Branding Consulting, Jen Berman, Brand Therapy (Self-Employed)
- Emcee, Quarterly Global Staff Town Hall Meetings, JDC
- Designer, Herman Marshall Whiskey, Dallas Distilleries
- Event Manager, WEE Bee Spelling

(1) 214 418 4110

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JEN BERMAN



Work Experience

2013 - 2016

JDC

Community Manager
East Coast & Southwest

JDC Entwine

- Managed and inspired hundreds of millennial-aged volunteers in seven major cities across the US to further engage in JDC's mission and help target and reach new audiences
- Created one-of-a-kind events, travel experiences, and volunteer programs for millennials on an international scale
- Onboarded and trained fellow community managers on best practices for engagement, volunteer management, and ongoing reporting, tracking, and measurement tools
- Optimized digital infrastructures and processes in order to better streamline work and maximize outputs; areas covered included event management, project management, team calendaring, email marketing, social media marketing, and database and CRM technologies
- Led and managed trips and events around the world to educate young adults on JDC's humanitarian relief and community development work; traveled internationally to locations like India, Morocco, Argentina, and across Eastern Europe and the former Soviet Union
- Created highly engaging and trafficked content across JDC Entwine's social media platforms: Instagram, Facebook, YouTube, Twitter, and more

2012 - 2013

JDC

Global Jewish Service
Corps Fellow
Estonia, Latvia, & Lithuania

JDC Entwine

- Created and facilitated leadership training programs for teenagers and students in the three Baltic countries, including bordering communities like Helsinki, Stockholm, and Warsaw
- Contributed to global marketing content creation by providing photos, copywriting, articles, blog posts and pitching new ideas to engage the target audience on social media platforms — including creating the most highly-trafficked blog post to present date
- Provided grantwriting support to local communities for outside grant applications that brought in more than \$500,000