

STRATEGIC COMMUNICATIONS CONSULTANT

Strategic communications consultant with versatile experience in marketing and corporate communications for organizations of all sizes and across a range of industries. Combines strategic insight with tactical communication plans and creative solutions to drive operational and program objectives. Passionate about crafting communications strategies that align to and advance an organization's business goals and creating/executing plans that are actionable and effective.

Key areas of expertise include:

- Strategic Communications • Storytelling • Campaign and Content Strategy • Branding
- Message Platforms and Positioning • Executive Comms • Internal Comms • Change Management Comms • Non-profit • Healthcare • Environmental • Finance/Insurance • Creativity

EXPERIENCE

Jennifer Downey Consulting, Oakland, CA

2019 – Present

- Specializes in combining creative storytelling, fidelity to business goals, and focused strategy to deliver campaigns that engage audiences and drive measurable results.
- Engagements include campaign design and implementation for a broad range of internal and external communication initiatives, including product launches, executive and change management communications, brand identity and positioning, message platforms and various marketing initiatives.
- Deep expertise in complex and regulatory environments.
- Clients include start-ups, non-profits, agencies and enterprise organizations such as Kaiser Permanente and the Sierra Club Foundation. Two representative engagements:
 - Developed and led multiple campaigns for health care non-profit to help build out network of partner organizations, as well as drive increased audience engagement and new client sign-ups.
 - Designed and led the marketing launch of an online resource for caregivers, facilitating the collaboration of multiple non-profit entities to drive brand awareness alongside adoption and spread of the resource. Key outcomes included the creation of a community of practice and an increase of user/member base by 36%.

Kaiser Permanente, Public Relations and Communications, Oakland, CA

2015 – 2018

Senior Communications Consultant, Quality Communications (FT staff role)

Provided complex communication consultation, communication strategy, implementation and recommended solutions for key programs and initiatives to meet organizational strategic, brand, and reputation goals.

- Developed national strategic communications for a 63,000-person Nursing org and Medicare portfolio area to elevate program and organization branding. Increased channel page views.
- Launched and managed national, multi-faceted campaigns for program areas that require compliance in a heavily regulated environment. Drove increased engagement metrics for major campaigns.
- Created talking points, announcements and speeches for executive leaders participating in the World Economic Forum, Institute for Healthcare Improvement and American Organization of Nurse Executives, among others. Supported board of directors communications.
- Crafted change management communications, message platforms, feature stories, interviews, video scripts and other content for internal and external audiences.
- Managed partnerships including the office of the CEO, union and labor representation, risk management, compliance, outside organizations, and numerous other stakeholders.

Freelance and In-House Communications / Copywriting Work **2009-2015**

Motion Institute, San Rafael, CA **2013 – 2015**

Program Manager & Director of Communications

Developed and implemented strategic communications and events designed to fulfill this art non-profit's objectives and elevate its brand. Developed and managed educational programming, community outreach and partnerships, fundraising campaigns, and communications with board of directors.

IDEO, San Francisco, CA — *Copywriter* **2014**

Website copywriting and scriptwriting for an initiative exploring innovative approaches to providing basic health services to low-income communities.

Berrett-Koehler Publishers / Callisto Press — *Developmental Editor* **2013 – 2015**

Provided developmental editing, consulting, and review of manuscripts for book publishers and independent authors.

Kaiser Permanente, Oakland, CA — *Senior Communications Specialist & Business Analyst* **2008**

Developed and built out an internal quality dashboard with the analytics team, working closely with senior leadership, multiple stakeholders, and IT staff.

California Casualty / Watermark Asset Management / Rudolph & Sletten Construction / Woodruff-Sawyer & Co. / Diablo Magazine **2009 – 2015**

Content Strategist & Copywriter / Editor

Developed content strategy and crafted strategic marketing communications. Projects ranged from internal and external, B2B and B2C, and technical and business writing to RFP proposals, retail and website copy, articles, and digital marketing campaigns.

Education and Certifications

Internal Communications Black Belt Pro Certification; CEB Communications Leadership Council

Bachelor of Arts in Economics and English — Creative Writing; University of California at Davis

Other/Creative Work

Jennifer Downey Fine Art Studio, Oakland, CA www.jenniferdowney.com **2001-present**

A long-time practicing studio artist, I create oil paintings focused on environmental topics and the natural world. Over the last decade, my focus has been on exploring how hydropower dams and river diversions impact riverine ecosystems and species. My work has been exhibited across the country, featured in print and online publications, and appeared in HBO's *Mrs. Fletcher*. Clients include private collectors, design firms, and numerous hotels.