

JENNIFER WEAVER

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COMMUNICATIONS | PUBLIC RELATIONS | MEDIA RELATIONS

QUALIFICATIONS PROFILE

I have been in communications/marketing and print/TV management for more than 25 years. I am an award-winning journalist with advertising sales and digital experience. I've just completed certification in [web development and design](#) from SLCC.

CORE COMPETENCIES

- Illustrator CC Level 1 Certificate
- Blog writing & editing
- Fluent in AP Style
- Google Docs & MS Word
- Adobe PhotoShop
- Video Editing
- Promo & Animoto
- Whiteboard Animation
- Email Marketing
- Sprout Social, Crowdtangle
- Facebook, Twitter, Instagram
- YouTube, Pinterest, Reddit, LinkedIn
- Tumblr, Beebe, Medium
- Zoom, TEAMS, WebEx
- InDesign
- HTML, CSS, JS, MySQL, Bootstrap
- Google Analytics
- Google AdWords - PPC

PROFESSIONAL EXPERIENCE

KUTV 2NEWS

EXECUTIVE PRODUCER OF DIGITAL NEWS

Nov. 13, 2017 to PRESENT

- Develop and implement a digital content strategy for KUTV.com and 2News app
- Work with West Region stations of Sinclair Broadcast Group & AP for syndication
- Manage a staff of six and work closely with assignment desk, reporters
- Make sure KUTV broadcast and digital staff are working together to increase ratings and digital/mobile/social stats.
- Copy-edit and write stories for online and on Amazon Alexa.
- Administer all social media platforms of KUTV; Facebook, Twitter, Instagram, YouTube, Reddit, Pinterest, LinkedIn
- Daily News Alert Email using SecondStreet

FOREVERGREEN INTERNATIONAL

COMMUNICATIONS & MARKETING MANAGER

May 5, 2016- Nov. 10, 2017

- Communications – Corporate press releases
- Investor Relations
- Email Marketing – Campaigner and Campaign Monitor
- Zoom conferencing – training
- Livestreaming
- Social media management and posts

- Scriptwriting for video
- Product promotion, branding, description, labeling and packaging

BLENDFRESH

COMMUNICATIONS & MARKETING MANAGER

April 2016 – March 25, 2017

- Communications – Policy & Guidelines Manual, 16-page & 20-page magazine, recipe book, shopper guide, training materials, business cards, press releases, flyers, social media posts.
- Editorial Content Calendar for Social Media – Sprout Social
- Video Editing – Adobe Premiere, Splice, Quicktime, Promo & Animoto
- Graphic Design – social media posts, booklets, trainings, magazine using Adobe InDesign, Illustrator and PhotoShop
- Website Administration – WordPress Blogs, SEO (Yoast plug-in)
- Email Marketing – MailChimp
- Whiteboard Animation – RawShorts and VideoScribe
- Trade Shows – TechMunch, Everything Food Conference, FitCon
- Affiliate and Online Outreach for brand influencers

NU SKIN ENTERPRISES, INC.

ASSOCIATE MANAGER CORPORATE COMMUNICATIONS

May 2014 — Jan. 2016

- Public Relations – FAQ sheets, PIPs, Media outreach, press releases, CSR quarterly and annual reports, website administration using Adobe CQ4, crisis management, social media
- Editorial Calendar – Shoutlet and Adobe Suite for online content
- Industry News and Media Coverage – Excel and PowerPoints
- Graphic design – banner ads and memes
- Write and submit award applications on behalf of the company and its products
- Event planning – global convention, Sub-for-Santa, annual day of service, etc.

KSTU FOX 13

ASSIGNMENT MANAGER

November 2011 — April 2014

- Monitor media outlets from multi-sources to ensure content for 9 hours of news
- Supervise staff of three assignment editors
- Story assignment to photographers and reporters for coverage of all news broadcasts
- Create long-term planning and set-up of sources for sweeps pieces and other enterprise stories
- Research and confirmation of information, including filing GRAMA and FOIA requests
- Associate Producing and Digital Producing

THE SPECTRUM & CEDAR CITY DAILY NEWS

BUREAU CHIEF

2001 — 2011

BEAT: Iron County, Utah Shakespeare Festival, Southern Utah University, health/medical, public education, social issues. Also, was first female Opinion Page Editor in the state of Utah.

- Supervise staff and edit work of three reporters: sports and general reporting
- Write columns twice a week and general reporting
- Site administrator of SouthernUtah.MomsLikeMe.com
- Content management and assignments for weekly 16-page tabloid
- Budget and administer expenses of reporters
- Blog and critique the newspaper weekly
- Post and create poll question for website weekly
- Created editorial policy/Editor/Opinion Page Editor
- Event planning such as political debates, symposiums and workshops

EDUCATION

UNIVERSITY OF PHOENIX

Masters in Public Administration/Management

GPA 3.76 – Lambda Sigma Chapter of the International Business Honor Society, Delta Mu Delta.

UNIVERSITY OF UTAH, Salt Lake City, Utah

Bachelor of Science, Human Development and Family Studies

*Transfer Student Leadership Scholarship

SALT LAKE COMMUNITY COLLEGE, Salt Lake City, Utah

General Education with emphasis in Communications

*Leadership Scholarship

SPECIAL TRAINING

Leadership Dixie, 2006

CHIP/Medicaid Training, Feb. 2001

Mediation Training, University of Utah, Spring 1997

Train the Trainer,” State of Utah, 1998

Swanson Foundation Grant Writing Training

Background Criminal Investigations/Fingerprint Training, Utah Bureau of Criminal Identification, February, 1998; and re-certified by the Weber County Sheriff’s Dept., Sgt.

Klint Anderson, January 1999

Program Outcome Evaluations Training – Utah Mentor Network, 1999

Gang Prevention, Intervention & Suppression Training (15 hours), April, 1999

AWARDS & ACHIEVEMENTS

Edward R. Murrow Awards Judge for Multimedia and Social Media Excellence

AP Best Editorial of the Year

Don Baker Award for Investigative Reporting

Associated Press: Utah-Spokane-Washington – 1st Place Breaking News, 3rd Place Editorial

Gannett Well Done – Runner Up for First Amendment Investigative Reporting

Utah Champions Award for Media

SPJ Awards – Numerous First Place for Spot News, Personality Profile, Features

Ms. American Majesty 2003

Mrs. Utah Achievement 2001-2002

Ms. Western US States Universal Woman 2001-2002
Mrs. Utah National Achiever
Northern District "Young Careerist, 2001" Business & Professional Women
First Runner-Up, State of Utah BPW - "Young Careerist of the Year"
Utah Children Advocacy Academy - KIDS Count Leader, 2001-2002
6th Annual Alpha Award Nominee - National Job Corp
Certificate of Recognition and Red Wagon Plaque for contributions to "Utah's Promise"
Presenter at the 3rd Annual Western United States Student Assisting Conference
Ogden BPW, "Young Careerist of the Year," February 1998
Who's Who in American Junior Colleges - two years in a row, 1989-90
Outstanding College Activities Board Member, SLCC, Public Relations, 1989
Utah Mentor Network - Training Committee

LEADERSHIP

Women of Worth Utah, Inc. – Advisory Board Member
Society of Professional Journalists – Utah Headliners Board Member
United Way of Iron County - Chair
America's Promise of Iron County - Chair
Utah's Promise Chair - Clearfield City
Clearfield Community Council
United Way Volunteer Advisory Council
Davis County Community of Promise
Davis County Child Abuse Prevention Team
Davis County SAFE KIDS Coalition
START Committee
Cedar City Rotary – Sgt. At Arms & Secretary
Youth of Promise Committee
Governor's Commission on Marriage
Clearfield Job Corp Community Relations Council
Family Enrichment Center Advisory Council
Iron County United Way - President
Families Agencies Communities Together (FACT)
Iron County Relay for Life – Luminaria Chair
Asset Based Community Development Committee 4-H Youth Advisory Council member
Vice President - Lakeview Business & Professional Women's Club

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