

Jennifer A. Baker

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804-647-8917, Glen Allen, Virginia

QUALIFICATIONS SUMMARY

A versatile writer, proofreader, and editor with more than 20 years of experience crafting articles, microlearning modules, public relations materials, scripts, and proposals. Additional experience includes media planning, coaching, classroom instruction, and sponsorship acquisition.

- Write content and blogs for microlearning platform designed for business professionals. Customize educational materials for corporate training.
- Managed public relations campaigns for large-scale events. Oversaw planning, budgeting, interviews, story creation, photo/video, and feedback for clients.
- Managed marketing and public relations initiatives, company-wide messaging, created campaign themes and facilitated budgetary and creative meetings with board of directors, executive team, and marketing team.
- Served as editor and writer for three publications, lifestyle, health, and finance, including *Charleston*, for GulfStream Communications. Managed a team of interns and freelance writers.

PROFESSIONAL EXPERIENCE

BLUE OCEAN BRAIN / BIZNET INTERNET TECHNOLOGIES, Richmond, VA

Content Writer, January 2018-Present

Write and research articles for online platform with emphasis on diversity and inclusion, leadership development, and emotional intelligence.

- Author of a collection of topical articles and blogs designed for business professionals.
- Create customized copy and re-imagine user guides for corporate clients.

BAKESHOP COMMUNICATIONS, Richmond, VA

Owner/Public Relations Consultant, September 2006-Present

Boost event revenues and client visibility with public relations messaging, personal appearances, sponsorships, and outreach

- Managed campaigns for clients including the Richmond Symphony, MAC Events/Maymont Flower Show, Chadwick Orchids, the Arthritis Foundation, Baskervill, Positive Proximity, and Grow
- Wrote and edited copy for web, social media, press releases, and ad copy. Managed media appearances, photography and video needs, and served as a corporate spokesperson.

RICHMOND BALLET, Richmond, VA

Marketing Director, October 1999-2006

Directed marketing and public relations initiatives organization-wide, from budgeting to branding

- Initiated programs for the Studio Series, *The Nutcracker*, and New York City debut
- Managed publicity, created fundraising initiatives, marketing strategy, and partnerships

TRAINING AND CREDENTIALS

Bachelor of Arts, English/Philosophy, Assumption University (formerly College), Worcester, MA

PRSA of Richmond, VA

