

**Jennifer S. McCoy**  
730 51<sup>st</sup> St. 515-321-1410 (cell)

## **CAREER-RELATED EXPERIENCE**

### **Meredith Corporation: Des Moines, IA**

*Director, Corporate Communications:* March 2005 to present

- Oversee all activities related to visitor relations, employee communications, community relations, and media relations.
- Plan all Des Moines customer visits. (Involves developing message strategies, coordinating logistical details, and entertaining clients.)
- Write speeches and develop presentations for senior management.
- Direct all communications related to the company's sustainability initiatives; serve on sustainability task force.
- Co-chair the Meredith Diversity/Inclusion committee
- Serve on staff contributions committee. Key player in making funding decisions for Meredith Corporate Foundation and business contributions budget.
- Coordinate Meredith involvement in community events such as Central Iowa Shelter and Services events, Greater Des Moines Partnership activities, Des Moines Arts Festival, 80/35 Music Festival, and more.
- Support CEO in his community leadership positions such as Greater Des Moines Partnership Chair, United Way of Central Iowa Campaign Chair, Start! Heart Walk Chair.
- Manage three full-time employees and one part-time employee.
- Lead department in absence of Vice President.

*Director, Publishing Group*

*Marketing Communication:* January 2002 to March 2005

- Reported directly to president, publishing group.
- Managed efforts of magazine marketing directors across magazine and book businesses.
- Developed and implemented customer contact strategy.
- Prepared group presidents for customer calls.
- Developed industry-leading customer visit and product preview programs. Coordinated all customer visits. (Involved developing message strategies, coordinating logistical details, and entertaining clients.)
- Wrote speeches and developed presentations for senior management.
- Through October 2002, managed all efforts related to company's centennial celebration. (Included producing a centennial video; creating all interior and exterior building décor; planning employee, community and customer events; and creating a centennial Web site.)

*Investor Communication Manager:*

January 1995 to January 2002

- Served as company spokesperson for investors, analysts and financial news media.
- Met regularly with financial analysts and institutional investors.
- Wrote earnings releases and presentation remarks for senior management.
- Created presentations for group investor meetings.
- Managed the production of Meredith Corporation's annual report
- Planned all logistics of group meetings for key investment audiences.
- Monitored and approved use of Meredith Corporation logo.
- Coordinated miscellaneous projects including update of corporate capabilities brochure and creation of corporate display walls in New York and Des Moines.
- Managed investor relations agency and two full-time employees.
- Developed investor communication strategic plan.
- Compiled and monitored public relations budget.
- Served as IT liaison for public relations department.

**Norwest Bank Iowa, N.A. (Now Wells Fargo): Des Moines, IA**

*Marketing Assistant:*

May 1989 to January 1992

*Marketing Specialist, Advertising:*

January 1992 to January 1993

*Public Relations Manager:*

January 1993 to January 1995

- Created Norwest Bank Iowa statements of condition.
- Wrote speeches and created presentation graphics for Norwest senior managers.
- Produced customer brochures, statement stuffers and lobby signage.
- Edited two company newsletters.
- Composed articles for company newsletters as needed.
- Wrote media advisories, news releases and fact sheets.
- Compiled media kits and conducted follow-up calls to reporters.
- Conducted print and broadcast interviews on behalf of Norwest Bank.
- Managed communications and promotional activities during key acquisitions.
- Managed full-time staff of three employees.
- Allocated and tracked charitable contributions.
- Wrote and compiled presentation materials for commercial banking division.
- Planned and implemented more than 50 special events per year.
- Chaired United Way campaign resulting in record contributions.
- Purchased advertising space and managed the development of creative materials for 41 Norwest banks statewide.

## **LEADERSHIP AND PROFESSIONAL ACTIVITIES**

Public Relations Society of America: Accredited member

2010-Present: Member, Education Leadership Initiative Investment Committee, United Way of Central Iowa

2010-Present: Greater Des Moines Partnership Sustainability Task Force Member

2009-present: Des Moines Arts Festival Board member

- Secretary, Executive Committee

2008-2013: Center on Sustainable Communities Board Member

- President of Governing Board
- Chair, Marketing and Development Committee

2003-2004: Greater Des Moines Leadership Institute

1994-2000: Metro Arts Alliance Board member

- President, Executive Committee
- Vice President, Executive Committee
- Chairperson, Marketing Committee

1989: Iowa State University Student Alumni Association: Senior class vice president

## **HONORS AND AWARDS**

August 1994 - Appointed Norwest Bank assistant vice president

March 1993 - Appointed Norwest Bank marketing officer

1989 - Mortar Board national honor society: Public relations/alumni chairperson

1989 - Golden Key national honor society

## **EDUCATION**

MBA, Drake University, Des Moines, Iowa - August 1998

Bachelor of Arts, Iowa State University, Ames, Iowa - May 1989

Major: Journalism/Mass Communication, Emphasis: Public Relations

Minors: French, Political Science

Cumulative GPA: 3.47/4.00

Dean's List: 1986 - 1989

Attended Meredith Corporation Publishing College, 2000

Attended Bank Marketing Association's School of Bank Marketing

**REFERENCES:** Available upon request