

Jenae Stokesbary

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Education

Bachelor of Arts Degree – Dec. 2011

Central College, Pella, Iowa

Major: Communication Studies Minor: Political Science

Work Experience

Director of External Engagement, Central College, Pella, Iowa

Dec. 2017 - present

- Assists president and vice president on building and maintaining close connections for the college with various entities and government agencies
- Supports the work of the president's office in special projects and emerging initiatives
- Oversees college's advertising strategy
- Plans and develops comprehensive campus social media strategy

Digital Promotion Director, Central College, Pella, Iowa

June 2016 – Dec. 2017

- Implemented digital behavioral engagement tool for Admission Office
- Created hyper-focused digital advertising strategy for Admission Office utilizing geo-fencing technology
- Awarded CASE Silver Award for Innovative Uses of Technology: Public Relations and Marketing for Iowa Private College Week digital advertising campaign
- Developed and executed comprehensive external-focused email marketing strategy
- Nearly tripled the number of institutional Instagram followers

Account Executive, Redwave Digital, Des Moines, Iowa

Aug. 2014 - May 2016

- Successfully built and maintained relationships with clients nationwide (i.e. Jeb Bush for President, North Carolina Chamber of Commerce, Branstad-Reynolds Campaign and National Republican Congressional Committee)
- Received "Public Relations Campaign of the Year Award" for Iowa's digital road funding campaign
- Planned and executed the "Longest Serving Governor" event for Governor Branstad with over 1100 attendees and 50 volunteers
- Increased awareness for federal candidates through cost-effective advertising campaigns on multiple social media channels
- Directed a team of five web developers to increase Iowa GOP site infrastructure for the 2016 Iowa Caucuses
- Coordinated run-of-show for multiple annual events with presidential candidates on behalf of the Republican Party of Iowa

Executive Administrative Assistant to the Family Office, Kum & Go, LLC
West Des Moines, Iowa

Aug. 2013 - Aug. 2014

- Established the first official family office structure
- Produced a corporate succession plan for the company's top executive
- Managed personal items for the President & CEO
- Purchased and organized rare wine collection

Deputy Communications Director & Scheduler to Lt. Governor Kim Reynolds,
Office of Governor Terry E. Branstad, Iowa State Capitol, Des Moines, Iowa

April 2012 - Aug. 2013

- Worked with members of the Iowa press corp. on a daily basis
- Increased the Lt. Governor's followers on Twitter and Facebook by over 100%
- Wrote economic development and education speeches for the Lt. Governor
- Administered detailed daily schedule for the Lt. Governor
- Organized Governor's marketing efforts at the Iowa State Fair

Public Liaison, Office of Governor Terry E. Branstad, Iowa State Capitol,
Des Moines, Iowa

Jan. 2012 - April 2012

- Planned and executed the Republic of China President Xi Jinping's visit to Iowa
- Led the official Food Bank of Iowa drive for all State of Iowa Executive Branch employees
- Oversaw Iowa Commission of Volunteer Service initiatives

Community Service Experience

Policy Chair – Economic Development Council, PACE Alliance, Pella, Iowa

May 2017 - present

- Wrote residential development policy adapted by the Board of Directors

Volunteer – Dutch Costume Exchange, Pella, Iowa

2017 - present

- Managed payment operations and marketing efforts