

# Jenae Jenison

1109 W 3<sup>rd</sup> St., Pella, Iowa 50219

Email: jenaajenison@gmail.com; Cell: 641-780-9023

---

## 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
- Manages strategy, membership and engagement of the college's National Advisory Council
- Develops programming for the college's community relations group
- Leads the college's efforts in behavioral engagement digital strategies for enrollment and advancement
- Serves as the college's liaison for the Pella Area Community & Economic Alliance and community members
- Oversees college's advertising strategy
- Plans 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

Aug. 2013 - Aug. 2014

West Des Moines, Iowa

- 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,* April 2012 - Aug. 2013  
Office of Governor Terry E. Branstad, Iowa State Capitol, Des Moines, Iowa
- 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,* Jan. 2012 - April 2012  
Des Moines, Iowa
- 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

## Leadership and Community Service

- Executive Committee Member, Governor Reynolds's Empower Rural Iowa Initiative, State of Iowa* 2018 – present
- Member of the Grow Rural Iowa Taskforce
- Leadership Iowa 2018-2019 Class Member, Iowa Association of Business and Industry* 2018 - present
- Board Member, Pella Historical Society and Museums, Pella, Iowa* 2018 - present
- Member of the development team
- Committee Member – Policy Committee, The Greater Des Moines Partnership, Des Moines, Iowa* 2018 - present
- Legislative Working Group Member, Iowa Association of Independent College and Universities* 2018 - present
- Policy Chair – Economic Development Council, Pella Area Community & Economic Alliance, Pella, Iowa* May 2017 – present
- Wrote residential development and infrastructure policy adapted by the Board of Directors
- Volunteer – Dutch Costume Exchange, Pella, Iowa* 2017 - present
- Managed payment operations and marketing efforts