

Jennifer Chittenden

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515-309-3229 Director@DesMoinesDowntownChamber.com

PROFESSIONAL EXPERIENCE

Executive Director, Des Moines Downtown Chamber of Commerce Sept. 2011-Present

Coordinate and delegate the activities of committees and volunteers, and assist the Board of Directors and Executive Committee in meeting the chamber's objectives, while also called upon to represent the chamber in contact with the membership, with outside individuals, public agencies and officials, various organizations and groups, and with the general public.

- Develop relevant and interesting programming to serve, connect, and inform over 180 business members to foster their business growth and success
- Carry out day-to-day operations and manage deposits and invoices
- Recruit capable and innovative volunteers to participate on or lead committees
- Strategize and implement chamber growth and direction with a 14-person Board of Directors
- Develop and carry out annual member celebration and signature event, the Culture Crawl
- Cultivate relationship and mutually beneficial events with YPC's Impact Downtown Committee, creating a bridge for young professionals to the next steps in their career and business connection
- Collaborate with the World Food Prize Foundation to host Borlaug Lecture series speakers
- Manage the chamber brand and represent well via public relations, presentations, and media
- Engage and represent in activities highlighting and building the spirit of the Downtown community and business collaboration

Executive Director, Des Moines West Side Chamber of Commerce Jan. 2012-Dec. 2013

Served as Executive Director for the Des Moines West Side Chamber of Commerce for ten hours per week in an administrative function. This took place in addition to 30 hours per week as Executive Director for the Des Moines Downtown Chamber in an effort to build collaboration and maintain member services as the chamber grew and developed.

- Addressed the questions and needs for a membership of 100 businesses
- Implemented a customized chamber-specific CRM system, ChamberMaster that enhances chamber member benefits, communications, and payment processes
- Began a weekly e-newsletter and social media presence to increase knowledge and interaction
- Created the chamber's first annual member celebration in February 2013 and first signature event, the Summer Porch Sipper, held each June
- Coordinated and promoted approximately 40 monthly events, luncheons, ribbon cutting celebration, and special events annually
- Involved member businesses and their staff through volunteer opportunities and committees
- Strategize chamber growth and direction with an 18-person Board of Directors

Client Relations Coordinator, Tero International, Inc. Jan. 2005-April 2011

Retained existing clients and created opportunities for repeat business. The position embodied business development, marketing, customer service, and event and project management.

- Planned details of close to or over one hundred training workshops and events annually
- Managed post-workshop follow-up with clients and provided additional resources, including evaluations and measurements to aid with clients' internal reporting needs
- Conceived promotional items, coordinated logistics, and implemented pre- and post- tradeshow marketing campaigns, measurement, and follow-up – and was recognized in *Exhibitor Magazine*
- Provided content and editing for monthly graduate eZine (10,000 subscribers) and web redesign
- Interviewed and managed summer interns and related projects

Recruitment Advertising Coordinator, Gazette Communications Feb. 2002-Dec. 2004

Worked with the Recruitment Team to assist with clients' advertising needs, including administrative support, writing and design of ads, editing, and sheparding the ads through internal processes to publish accurately and on time. This role also included a two-year assignment on a special projects team to install a new ad-entry system, resulting in more efficient and precise ad-taking.

- Involved in the onset of CorridorCareers.com as an online recruitment advertising route and educated clients on its advantages and resolved technical issues
- Enabled clients to adhere to strict deadlines and responsive to a variety of requests
- Developed internal guidebook with processes and procedures for classified ads department
- Initiated and carried through a project that utilized Microsoft Access to create a system that allowed instant access to client history and resulting in an expedited publishing process

EDUCATION

University of Iowa Sept. 1998-Dec. 2001

Bachelor of Arts, Communication Studies/Interpersonal Communications

COMMUNITY INVOLVEMENT

Young Nonprofit Professionals Network (YNPN) – Des Moines Jan. 2014 – Present

- Charter Member

Ferscipe Society Jan. 2014 – Present

- Promoting and working together toward community entrepreneurialism

Friends of the Greater Des Moines Botanical Garden Board of Directors Sept. 2013-Present

- Volunteer for events, such as Botanical Blues, and assist with other awareness and fundraising
- Promote the Botanical Garden and be a constant ambassador for its progress

Capital Crossroads – Regional Leadership Council May. 2013 – Present

- Better coordinate and leverage existing leadership programs and their alumni

Young Professionals Connection (YPC) April 2012-Present

- Joined the IMPACT Downtown Committee and initiated collaborative events that bring members of the Downtown Chamber and members of YPC together in networking settings
- Involved with the Professional Development and Marketing committees
- Previous membership in 2005-2008

Rotary Club of Des Moines A.M. Feb. 2012-Present

- Serving on the Programs Committee to bring speakers and topics to members weekly, including a special planning committee to host Naomi Tutu in June of 2014 for a collaborative event with other Des Moines rotary clubs
- Participating on the International Committee, who is actively engaged with building a new medical facility in Uganda, among other international projects

Civic Music Association Board of Directors June 2011-Present

- Served on the Programming Committee to select the 2012-2013 season's performances
- Currently engaged with the newly formed Governance Committee to review and update bylaws, establish succession planning and board member selection process, and other related projects

***American Society for Training and Development (ASTD) Central Iowa Chapter,
Board of Directors, Vice President of Programming*** Oct. 2008-2011

- Developed and implemented annual Programming budget and led a 12-member committee
- Facilitated event collaboration with SHRM, as well as with the Project Management Institute
- Initiated and drove an event in partnership with Drake University and the Greater Des Moines Partnership featuring Daniel Pink, national leadership speaker and author of “Drive”

Central Iowa Shelter and Services, Public Relations Committee Chair June 2008-2011

- Started the PR committee and recruited volunteers to utilize skills toward the shelter’s goals
- Created a five-year PR strategic plan and identified tasks and committees to achieve this plan
- Restructured quarterly newsletter to raise donor awareness and ongoing sponsorship
- Served on RFP review team for shelter website redesign to display modern appearance and strategic alignment with the shelter’s capital campaign for a new shelter

Greater Des Moines Community Band Sept. 2007-Present

- Instrumentalist, flute
- Coordinated a pep band for a fundraiser with Central Iowa Shelter & Services

HONORS AND AWARDS

- Recipient of 1-year scholarship to the Institute for Organizational Management, Apr. 2014
awarded by the Iowa Chamber of Commerce Executives (ICCE)
- Named as a 2014 Forty Under 40 by the Des Moines Business Record Mar. 2014
- Des Moines Downtown Chamber won Best Chamber of Commerce runner-up, Feb. 2014
awarded by Cityview Magazine
- Member of Iowa Chamber of Commerce Executives Jun. 2013
- Featured speaker at the ASTD Central Iowa 2012 Career Day Dec. 2012
- Selected to speak at ASTD National Chapter Leaders Conference Oct. 2011
- Recognized by ASTD National with a Share Our Successes (SOS) Award Feb. 2010
- Graduate of the West Des Moines Leadership Academy Inaugural Class May 2009
- Recipient of International Association of Business Communicators,
Iowa Chapter, Bronze Quill Award –Marketing Communications May 2006
- Published article, *Understanding Your Work and Life Balance*,
Expert advice column, Canadian Manager Magazine Fall 2005