

JENNIFER RANDALL NELSON

A highly skilled knowledgeable professional with a Master's Degree in Communications and 20+ years experience. I am a dedicated professional whose accomplishments reflect the development and launch of major campaigns. I have a demonstrated track record of leading all aspects of integrated brand marketing initiatives. I am eager to contribute my leadership and savvy communications acumen toward optimizing the goals of non-profit organizations.

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Objective: I am a driven, highly motivated and experienced marketing & communications professional seeking opportunities to work with non-profit organizations where I can demonstrate my skills and affect positive change in the lives of others and the community at large.

Non-Profit Program Delivery

Adept at creating innovative programs that produce maximum results with minimal capital. Solid career history in developing unique marketing partnerships and sponsorship programs. Innovative and tenacious in seeking new funding sources. Involved and dedicated member of the community with numerous personal and business contacts.

Key Credentials

Program Development & Implementation	Special Event Management
Brand Marketing	Community Outreach & Public Relations
Consumer Engagement	Strategic Communications
Product/Program Launches	Reporting & Funding Proposal Development
Budget Management	Resource Utilization

Skills & Accomplishments

Public Relations, Promotions & Media

- Propelled promotional ideas into definitive action plans, leading to highly profitable and successful special events including The Crystal Ball (BC Children's Hospital); Baubles for Banting (Canadian Diabetes Association); Glow Gala (BC Women's Hospital Foundation).
- Driving force behind complete project coordination including media communications, advertising design, venues, entertainment, outside broadcasts and promotions.
- Developed and implemented a multi-faceted public relations/marketing campaign for YMCA's volunteer program. Volunteer recruitment and retention increased by 23%.
- Implemented a province-wide media campaign for Canadian Cancer Society's prevention campaign. Produced media campaign in conjunction with the Ministry of Health, targeted at 17 communities throughout the province. Results: \$467,000 in earned media coverage including broadcast, print and radio.

Communication, Proposals and Funding

- Composed multi-level funding cases for both cash and in-kind donors, as well as grant proposals for funding organizations.
- Identify and assess needs, draft plans, prioritize steps, implement actions, and evaluate outcomes.
- Created relationships with funding partners to create a new non-profit, BabyGoRound. Funding enabled the establishment of a "store-front"; volunteer development; branding; and established relationships with 72 social service organizations in the Lower Mainland. Funding has increased each year by approx. 20%.
- Managed annual budgets from \$75,000 - \$750,000.
- Expanded funding bases and giving amounts through a variety of giving programs.

Strategic Communications

- Demonstrated track record of leading all aspects of integrated brand initiatives.
- Decisive expertise in creating and implementing cutting-edge campaigns including, BUYBC, ASK Now, You are Part of Prevention, Who Are you Running For?
- Strategic advisor the effectively develops and oversees integrated communication and marketing plans that meet business objectives for non-profit organizations.
- Create collaborative partnerships and strategic programs that deliver traditional and new media coverage, engage consumers, employees and generate revenue.
- Strategically align business and products with non-profit organizations that advance social issues and business objectives through the development and implementation of cause marketing promotions, including aligning spokespeople.

Non-Profit Clients

Canadian Cancer Society
BC Dental Association
Vancouver Coastal Health
Vancouver Public Library
MS Society
YMCA

VGH & UBC Hospital Foundation
The Research Institute
Provincial Health Services Authority
Breast Cancer Society, BC & Yukon Division
Canadian Diabetes Association
Coast Mental Health

Professional Experience

Founder, Principal, Bloom Communications	2003 - present
Senior Manager, Corporate Communications, Vancity Credit Union	2000-2003
Senior Account Manager, Contemporary Communications	1998-2000
Manager, Marketing & Communications, DV BIA	1995-1998
Communications Coordinator, UWofLM	1997-1998

Education

Masters in Communications, McGill University, P.Q, Quebec
B.A. in Political Science, University of Victoria, Victoria, B.C.
Courses: Social Media (UBC); Program Management; Board Management (UIC; Continuing Studies)

Volunteer Roles

Founder, Director, BabyGoRound, Helping Families Society (present)
Board Member, BC Women's Hospital Foundation (present)
Board Member, Cause We Care Foundation
Committee Member, Kids Help Phone
Committee Member, BC Children's Hospital
Committee Member, Alzheimer Society of BC
Board Member, Canadian Public Relations Society

