

Jennifer Lee Gordon

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OBJECTIVES

To be engaged in meaningful and important work while working collaboratively with diverse and passionate people
To participate in growth and positive change through excellent verbal and written communication

SKILLS

- ✧ Communication, Collaboration, Creativity
 - ✧ Event Planning: Auctions, Special Events, Festivals, Meetings
 - ✧ Social Media Networking, Email Marketing & Outreach
 - ✧ Nonprofit Volunteer & Membership Program Development & Implementation
 - ✧ Writing, Editing, Proofreading, Facilitation of Creative & Precise Communication
 - ✧ Desktop Publishing & Layout
 - ✧ Group Facilitation, Training & Coaching
 - ✧ Making Sense of the Details, Creating Order Out of Chaos
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EXPERIENCE

Jen Gordon Consulting, Owner, Writer, Project Manager, Strategist, Consultant **2008 - present**

A home-based business specializing in communication, planning and documentation assistance. Vision: "By listening intently and asking questions, I discover the vision, passion and personality of my clients. I communicate my clients' needs effectively by writing materials that reflect the essence of who they are. I design unique, professional materials for all types of business, nonprofit and personal needs." Examples of work:

- ✧ Membership Plan & Strategy – create value for members through consistent and timely communication
- ✧ Messaging and Value Proposition development as it relates to Strategic Plan
- ✧ E-Marketing: Newsletters and Email Campaign
- ✧ Social Media Networking & Marketing
- ✧ Member Portal Website Design – Memberclicks platform
- ✧ Technical Documents & Whitepapers
- ✧ Board Packets, Agendas, Minutes
- ✧ PPT Presentations for national conferences & panelists
- ✧ Webinar Management & Facilitation using GotoMeeting & GotoWebinar
- ✧ Website design & content using WordPress, Yola, Weebly DIY platforms
- ✧ Individual Giving Ask Packet Design
- ✧ Communications Coordinator "Climate Change & Ocean Acidification Speaking Tour" & DVD
- ✧ Direct Mail & Newspaper Ad Design
- ✧ Year-end Report, Handbook, Policies & Procedures
- ✧ Block Grant Assistance
- ✧ Marketing Materials: brochures, invitations, business cards, postcards, programs, posters, rack cards

Anchorage Ski Club, Volunteer Coordinator, Board Member, Membership, Events **2000 – 2012**

- ✧ Instituted Annual Member Drive and improved communication with constituents to encourage a feeling of ownership and belonging, which resulted in doubling member numbers
- ✧ Initiated and Planned Annual Fundraising Events including an Auction and a Spring Festival - both are planned, promoted and implemented by volunteers and grass-roots marketing and now in their 11th year
- ✧ Developed Volunteer Recruitment and Training Program, improved communication and procedures
- ✧ Marketing Materials: press releases, ads, flyers, postcards, newsletters, invitations, programs, ppt presentations
- ✧ Developed Partnerships with local businesses to make visible community connections

Aquarian Charter, Chugach Elementary, West High, Auction Chair & Events 2006 – 2016

- ◇ Initiated, planned, and implemented the first and second off-site school auction resulting in raising \$16,000 the first year and over \$25,000 the second year (Aquarian). Coordinated other events also.
- ◇ Chugach Elementary & West High School XC Ski Team Auctions & other events.

Anchorage Cooperative Preschool, Board President & Member/Volunteer 2004 - 2010

- ◇ Managed and implemented recruitment, training, and retention of volunteers and members
- ◇ Managed teaching staff and Board of Directors, oversaw the budget, performed outreach activities
- ◇ Developed a new pre-K program with community collaboration, to meet diverse needs of the membership
- ◇ Facilitated strategic planning meetings, retreats, and board development trainings
- ◇ Re-Designed and Re-Wrote (collaboratively) By-Laws, print materials, website, parent handbook
- ◇ Coordinated monthly parent education workshops
- ◇ Improved Communication among membership

YWCA, Women\$Fund Program, Trainer/Facilitator/Coach & Curriculum Developer 1998 - 2000

- ◇ Facilitated and co-wrote 14-week course teaching women how to explore self-employment successfully
- ◇ Applied brainstorming and group exercise methods to encourage learning and trust
- ◇ Coached students during and after the course
- ◇ Wrote and designed marketing materials
- ◇ Attended community events to promote the program and the YWCA

Brattle Systems Inc., Custom Trainer & Instructional Designer, Arlington, MA 1991–1994; 1996 - 1998**Career Blazers Learning Center, Program Director, New York, NY** 1994 - 1996**Massachusetts Department of Education, Tutor for Pregnant Teens, Melrose, MA** 1993 - 1994**Bedford Books of St. Martin's Press, Marketing & Administrative Assistant** 1988 - 1991**EDUCATION & PROFESSIONAL DEVELOPMENT**

Yoga Teacher Training, 200-hour Yoga Alliance Certification	2014
Certified Life Coach, Coach Training Alliance	2009
Building a Great Volunteer Program, The Foraker Group	2007
Strategic Planning for Your Nonprofit Organization, NANA Training Systems	2007
Administering NT 4.0, 3-day Microsoft Certified Course, New Jersey	1997
The Teaching of Literature, Graduate Course, University of Massachusetts	1990
Introduction to Graphic Design, New England School of Art & Design	1989
B.A. English, Tufts University	1988

OTHER INTERESTS

Sailing, traveling, yoga teaching, off-the-grid cabin living, writing, hiking, long dog walks with friends, beachcombing, photography, kayaking, canoeing, knitting, flute playing, skiing, blogging, dancing to live music, family time.

References Available Upon Request

WORK AND VOLUNTEER ORGANIZATIONS & COMPANIES

PODS Association
Interactive Health
Inspire Leadership Academy
Habitat for Humanity
West High School XC Ski Team
Aquarian Charter School
Chugach Elementary School
Central Middle School
Alaska Marine Conservation Council
Anchorage Cooperative Preschool
Anchorage Ski Club
Anchorage Project Homeless Connect
Alaska Mental Health Trust
Mental Health Consumer Web

TOOLS OF THE TRADE - PROFICIENCIES

Microsoft Word
Excel
Powerpoint
Constant Contact
WordPress
Weebly
Yola
Smartsheet
Memberclicks
LinkedIn
Blogs
Photoshop
InDesign
Photoshop Elements
Google Docs, Sheets, etc.
Google Drive
Dropbox
GoToMeeting
GoToWebinar