

516-343-6247

Marketing Director & Business Development Professional, MBA

JENAROSS24@GMAIL.COM

# JENNIFER ROSS

FARMINGVILLE, NY

## PROFESSIONAL SUMMARY & OBJECTIVE

JENROSS.BIZ

Visionary marketing and business director, and highly regarded thought leader with creative, entrepreneurial drive and superior business acumen and poise. More than 15 years of experience designing targeted cutting-edge marketing strategies for startups, small businesses, nonprofits, and Fortune 500 companies. Strong analytical thinker focused on revenue generation and evaluating business analytics. Focused on building high-performing teams that can strategize and execute. Seeking an opportunity where my diverse marketing skills and entrepreneurial spirit are embraced and challenged.

JANUARY 2005 - PRESENT

### WORK EXPERIENCE

#### Marketing Director, ActivEntrepreneur, Inc.

Lead overall marketing and business development strategies for a wide range of clients, boosting client revenue and growth through innovative branding strategies, targeted digital marketing initiatives, partnership and sponsorship development, creative promotions, sales strategies, and event design and management. Build teams or work with existing teams to execute. Past clients included:

- MasterCard
- The WestMark Group
- HeartBeet Farms
- Northeastern Aviation Corp.
- Bruno's Pizza
- MyLITV.com
- EventPower
- Dr. Marcelle
- Community Growth Center
- Crayfish Bay Organics
- Stony Brook Hospital
- Mediterraneo Foods
- VacationVacations
- Whole Foods Market
- Sansone Foods

JULY 1992 - JANUARY 2005

#### Vice President, Marketing Director & Business Manager, JP Morgan Chase

Small Business Credit Card Division Marketing Director: Revitalized business credit card portfolio through a re-build of the strategic team and design and execution of innovative acquisition, portfolio management, and loyalty programs, quadrupling portfolio profitability. Secured co-branded partnerships with General Motors and Continental Airlines.

National Sales Manager: Converted 4 national Chase Credit Card service centers into sales centers, creating a new revenue channel delivering over \$1 million in the first year. Prior jobs included Consumer Card Marketing Communications Manager, Consumer Card Pricing Manager, Senior Auditor, and Management Trainee in Chase's Financial Management Development Training Program.

### SKILLS & EXPERTISE

- Marketing Strategy & Execution
- Business Development/Management
- Relationship Management
- Customer & Client Management
- Brand Management
- Team Management
- Sales Strategy
- Digital Marketing Strategy
- Event Design & Management
- Content Creation & Management

### AWARDS & LEADERSHIP

- Town of Brookhaven Women Community Innovator Award
- Fortune 52 Women of Accomplishment
- Writer/Editor: Root for the Beet, the Resurrection of an Armenian Girl
- Treasurer/Program Director: Farmingville Historical Society, Steve Tarpinian Memorial Fund

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### EDUCATION

JENROSS.BIZ

- Western Governors University, MBA, Business
- Binghamton University, BS Accounting