|  |
| --- |
| **Jennifer J. Rook** |
|  |
| **708.927.6608 ▪ Rookjennifer71@gmail.com ▪ http://jenniferrook.workfolio.com/ ▪ www.linkedin.com/in/jenniferrook12542/** |

**Director / Senior Manager - Marketing**

Jennifer J. Rook has extensive B2C & B2B marketing experience. She is well rounded in all aspects of marketing and is especially strong in marketing communications. She has built and rebuilt marketing functions in response to rapidly changing competitive environments. Using the latest digital and other tools to gain a competitive edge is another area where she excels.

Over the course of her last few positions she has …

* **Introduced Brand Journalism to an 80-year-old retailer, expanding its geographical market presence**
* **Launched a new brand direction for a 90-year-old plumbing manufacturer reversing a negative sales trend**
* **Built an in-house creative and digital agency enabling a manufacturer to recover from a shrinking market**
* **Increased media impressions 30% and new user traffic 5% for an engine additive manufacturer**
* **Created live "blogcasts" that won multiple industry awards for Office Max**

Well educated she earned her MS in Strategic Communications from Northwestern University. Earlier she was awarded a BA in Journalism from the University of Illinois at Chicago. Complete lists of certifications, awards, publications, speeches and outside activities are available.

**Work History**

**Senior Manager, External Communications**

Meijer

Aug 2016 - Jun 2019

In this position, Ms. Rook held responsibility for supporting the execution of corporate communications strategies. Under her direction were two direct reports, three agencies and three vendors. She also acted as a media spokesperson for the company. She managed a $1.5M budget.

A catalyst of positive change, she introduced Brand Journalism to this 80-year-old retailer. Meijer's brand recognition was largely limited to the state of Michigan with very little awareness across the Midwest. With a small budget of $20k, she developed the Meijer Holiday Herald. Over a 12-week period with virtually no advertising/boosting budget, the Meijer Holiday Herald attracted 6,000 unique visitors with an average time on site of five minutes. The resounding success of this project led to her building a permanent site called Cart & Soul.

Overall, she implemented 75+ promotional campaigns that generated 2,500+ positive news stories and digital content over a two-year period. She also built an on-going communications strategy for the Meijer Sustainability team to lift business and consumer awareness for the Company’s carbon footprint and food waste reduction efforts.

**Director of Marketing**

Elkay Manufacturing

Jun 2014 - Jan 2016

*$700M, five-channel manufacturer of home products*

Ms. Rook was recruited as Senior Marketing Manager in 2014 and was promoted to Director of Marketing Communications in June, 2015. She managed $8.0M budget, led an 11-person team. She also participated in Women-Unlimited leadership program and Elkay Women’s Leadership Group

Ms. Rook has a talent for leading well-established companies into the digital age without losing sight of their core strengths and values. In this instance, she started an in-house creative and digital agency. Elkay’s brand looked tired and was inconsistent. In response, she created a new marketing communications department. To do so, she instituted a creative brief process, reorganized the 10-person team and added systems that tracked the cost and effectiveness of the campaign message and materials.

The results were better than expected. She and her team produced 466 collateral projects in 2015, delivering all on time and on budget while cutting costs by more than 10%.

Highly cost-conscious, she implemented a new digital asset management system, delivering a projected $100k cost savings within 12 months. She also realized a $200k savings in hosting fees by transitioning 11 web properties onto internal servers

Crisis management is another area where her results are impressive. The Great Recession had caused sales and market share to plummet. Using a market-driven data approach, she retained a new integrated marketing agency. Under her directions, they developed a first-ever brand strategy and launched a new creative direction. Social traffic increased 20%, time-on-site rose 3% and return visitor traffic climbed 44%. In all, 66M in new earned brand awareness impressions were recorded in one year.

**Senior Manager of Marketing Communications**

Gold Eagle, Inc.

Jul 2011 – Jun 2014

*A top national engine fluids and additives manufacturer*

Ms. Rook was recruited to lead a seven-person team and three outside agencies. She began as a Marketing Manager and was promoted to Senior Manager of Marketing Communication in one year. She was a member of Gold Eagle’s Corporate Leadership Team.

She played a key in Gold Eagle’s selection as one of the Chicago Tribune’s 2013 Best Companies to Work For. She created a Corporate Social Responsibility and Crisis Communication policy and playbook, developed its first-ever communications position and corporate promotional video. She also modernized its website content.

One of her challenges was to modernize strategic marketing communications processes including social media, search, publicity and events. In so doing, she drove a 5% increase in traffic to social sites (Facebook, Pinterest, Twitter, YouTube, and blogs) a 30% increase in media impressions in two years. New user traffic on goldeagle.com climbed 5%.

She is highly competitive. When on-line competitors were using social media to malign the company’s leading product, Sta-Bil, causing sales and market share decline sharply, she responded swiftly and decisively. She launched aggressive public relations, digital content, and events counter campaigns. Market share rose from 70% to more than 90% and Sta-Bil's net promoter score from 7 to 9.

**Public Relations & Social Media Manager**

OfficeMax

Jan 2007 – Jul 2011

Ms. Rook led all publicity for seasonal consumer programs and brand campaigns, managed daily PR and provided counsel on all strategic planning to crisis communication. She directed the activities of three agencies and managed a $2M budget.

As able spokesperson, she defended OfficeMax’ reputation through effective media and crises management strategy. She also managed 30+ brand/product campaigns, yielding up to 200m+ impressions, garnering eight industry awards

She also created a web-based broadcast that had the appearance of a press conference and a product debut. To do so, she coordinated more than 70 production artists/producers, talent managers, publicists, set designers, SEO/SEM experts, and UX designer. The event ranked #3 on Twitter trends for the day leading to the creation of four additional live "blogcasts" that won multiple industry awards and became a case study in the book, The Social Media Bible.

**Media Relations Manager**

Chicago Board of Trade

Jan 2005 - Mar 2007

Ms. Rook’s challenge was to create and execute strategic communications campaigns to increase the profile of C-Suite leadership. She managed a team of 30+ reporters a day in an aggressive newsroom environment. Her accomplishments included designing communication plans to promote new products, a technology enhancement rollout, the launch of the Joint Asian Derivatives Exchange and the IPO of the CBOT on NYSE.

Earlier she was: Corporate Marketing Manager, Harley-Davidson Financial Services; Business & Technology Account Supervisor, Edelman PR Worldwide; Account Manager, Slack & Co.; and Account Exec. Knoll Communications.