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| **Jennifer J. Rook** |
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**Director / Senior Manager - Marketing**

Extensive B2C & B2B brand, omni-channel marketing experience with exceptional strength in all aspects of marketing communications. Especially effective in building and leading marketing functions in response to rapidly changing competitive environments and using the latest digital and other tools to gain a competitive edge. Highlight …

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

**MS** - Strategic Communications - Northwestern University. **BA** - Journalism - University of Illinois at Chicago. Highly computer literate. Driven by curiosity, creativity, and blue-ocean thinking.

**Work History**

**Senior Manager, External Communications**

Meijer

08/2016 - present

Responsible for supporting the execution of corporate communications strategies. Managed two direct reports, three agencies and three vendors. Planned and executed corporate giving efforts, corporate news, retail programs and marketing initiatives. Acted as a media spokesperson for the company. Managed $1.5M budget.

Wrote and edited external Meijer communications including corporate holding statements, responses to media inquiries, news releases, interview prep documents/speaking points and media statements. Handled key corporate communications, crisis management and reputation management initiatives.

* **Implemented 75+ product and service promotional campaigns** that generated 2,500+ positive news stories and digital content over a two-year period.
* **Introduced Brand Journalism to 80-year-old retailer.** Meijer's brand recognition was largely limited to the state of Michigan with very little awareness across the Midwest. Generated more recognition of the retailer's team members and their good works in the community. With a small budget of $20k, 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.
* **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

06/2014 – 01/2016

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

Recruited as Senior Marketing Manager in 2014. Promoted to Director of Marketing Communications in June 2015. Managed $8.0M budget, led an 11-person team. Tapped to participate in Women-Unlimited leadership program and Elkay Women’s Leadership Group

* **Launched a new brand direction.**  The Great Recession had caused sales and market share to plummet. Using a market-driven data approach, on-boarded a new integrated marketing agency. Develop a first-ever brand strategy. Launched a new creative direction. Generated a 20% increase in social traffic, a 3% increase in time-on-site, a 44% increase in return visitor traffic, and 66M in new earned brand awareness impressions in one year.
* **Implemented new digital asset management system,** delivering a projected $100k cost savings within 12 months. Recognized $200k savings in hosting fees by transitioning 11 web properties onto internal servers
* **Started an in-house creative & digital agency**. Elkay’s brand looked tired. Created a new marketing communications department. Instituted a creative brief process, reorganized a 10-person team and added systems that tracked the cost and effectiveness of the campaign message and materials. Cut costs by more than 10%. Produced 466 collateral projects in 2015, delivered on time and on budget.

**Senior Manager of Marketing Communications**

Gold Eagle, Inc.

07/2011 – 06/2014

*A top national engine fluids and additives manufacturer*

Led seven-person team and three outside agencies. Member of Gold Eagle’s Corporate Leadership Team. Hired as Marketing Manager. Promoted in 2013.

* **Modernized strategic marketing communications** processes including social media, search, publicity and events. Drove 5% increase in traffic to social sites (Facebook, Pinterest, Twitter, YouTube, and blogs) a 30% increase in media impressions within two years. Increased in new user traffic 5% on goldeagle.com.
* **Thwarted competitive attacks.** On-line competitors were using social media to malign leading product, Sta-Bil, causing sales and market share decline sharply. Launched aggressive public relations, digital content, and events counter campaigns. Drove market share from 70% to more than 90%. Established more than 700 new links to the Company website and increased Sta-Bil's net promoter score from 7 to 9.
* **Facilitated Gold Eagle’s selection as one of the Chicago Tribune’s 2013 Best Companies to Work For.** Created a Corporate Social Responsibility and Crisis Communication policy and playbook. Developed Company’s first-ever communications position and corporate promotional video. Refreshed website content.

**Public Relations & Social Media Manager**

OfficeMax

01/2007 – 07/2011

Managed daily PR and provided counsel on all strategic planning to crisis communication. Directed three agencies and $2M budget. Defended OfficeMax reputation through effective media and crises management strategy as spokesperson. Managed 30+ brand/product campaigns, yielding up to 200m+ impressions, garnering eight industry awards. Led all publicity for seasonal consumer programs and brand campaigns.

* **Tapped an untested channel to launch a new product.** With limited budget, created a web-based broadcast that had the appearance of a press conference and a product debut. 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. Created 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

01/2005 – 03/2007

Developed strategic communications campaigns to increase the profile of C-Suite leadership. Managed team of 30+ reporters a day in an aggressive newsroom environment.

* **Designed strategic 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:** Corporate Marketing Manager, Harley-Davidson Financial Services; Business & Technology Account Supervisor, Edelman PR Worldwide; Account Manager, Slack & Co.; Account Exec. Knoll Communications.

**MILITARY SERVICE**

**United States Air Force - Illinois Air National Guard**, Veteran, 1989-1995

* + Rank: Sergeant; Position: Interior Carpenter (peacetime), Rapid Runway Repair (war)
  + Honorable discharge; Airman of the Year (1991)

**SPECIAL CERTIFICATES & AFFILIATIONS**

**Women-Unlimited TEAM Program,** Graduate of six-month leadership program, 2015

- Selected by cohorts as “Break all the Rules” Award recipient

[**Automotive Communications Council**](http://www.acc-online-org/) **Board Member**, Board of Governors, 2013

**Dale Carnegie Management Course**, 2012

[**Association of National Advertisers**,](http://www.ana.net/) member, 2014 - 2016 (Brand, Integrated Mktg & Digital Councils)

**Team RWB** - Vets helping new Vets transition from active military life through fitness activities, 2014-present