

## Summary

Jennifer is a versatile and award-winning APMP-Certified Proposal Manager and IMC Practitioner with a passion for emerging technologies, strategic communications, and continuous improvement. With extensive experience in supporting federal and state government (PubSec/SLED), private sector, and contractor projects, she has successfully managed proposals across diverse industries, including academia, financial services, IT, security, disaster recovery, management consulting, and biopharma/CRO. Jennifer's expertise spans both large (>\$500M) and small (<\$250k) bids, serving as both prime and subcontractor. Her comprehensive experience and dedication to excellence make her a valuable asset in the fields of proposal management, technical writing, and marketing content development. In addition to her diverse professional experience, Jennifer earned a Master's degree in Integrated Marketing Communication (MA IMC with honors). Her IMC research areas of interest include inclusion and engagement, marketing communication ethics, and the impacts on cultural intersectionality and representation in IMC. She currently serves as the Social Media Chair of the APMP Carolinas Chapter.



Specialties: Strategic Proposal Development (APMP & Shipley) - Integrated Marketing Communication - Cross-Functional Collaboration - Leadership & Training - Content Strategy & Development (multi-platform) - Technical Writing & Documentation - Quality Assurance & Compliance - Process & Systems Driven Project Management - Gen AI - MS Office Suite - Adobe

## Experience

### Proposal Manager | SAS Institute, Cary, NC

Dec 2020 - Present



Serves the award-winning N.A. Bid & Proposal Center of Excellence, US Government & HLS Pre-Sales Support (USG) division, to evaluate RFX for strategic fit; participates in sales strategy decisions, solutioning, pricing & approvals; Interfaces & coordinates w/ sales teams, consultants, SMEs, legal & other resources to develop compliant and winning proposals in

response to RFX & proactive proposals in support of qualified sales initiatives. Develops end-user training documentation, initiates & contributes to process improvements. *Recipient of Govt. Proposal Team award 2021 & 2023.*

- Drives proposal development processes, best practices & methodologies.
- Coordinates w/sales team in identifying appropriate members for proposal response team.
- Manages proposal response effort including all meetings necessary during proposal response process.
- Develops proposal outline & proposal response project schedule.
- Facilitates color team reviews.
- Serves as liaison for support resources, internal & external, involved in proposal development effort.
- Ensures all deadlines are met both internally & externally during response process.
- Maintains project files for each opportunity.
- Ensures proposal fully complies w/ customer requests & that info provided is thorough & accurate.
- Conducts post-proposal evaluations, as time permits, to assess customer satisfaction & identifies opportunities for improving proposal process.
- Develops & produces proactive proposals in support of qualified opportunities to ensure that sales teams' communication w/ customers reflect professionalism & competence.
- Provides overall content strategy to develop documentation.
- Lead development and roll out of One Note proposal playbook & accompanying documentation & demos.
- Participates in company trainings and workshops.
- Utilize Deltek GovWin, ORION, CRM & Sharepoint

### Senior Clinical Proposal Manager | Syneos Health, Morrisville, NC

Jan 2020 - Nov 2020



Supported Strategic Proposal Team developing domestic & global proposal budget & text documents. Collaborated with globally-dispersed teams, operations & business development, to develop proposal submissions.

- Analyzed RFPs from Business Development (BD) & coordinated with assigned SMEs.
- Prepared & modified proposal text, budgets & cover letters responding to requests for proposals (RFPs) & rebids, with limited assistance from proposal management staff & based on feedback received from SMEs.
- Suggested & implemented pricing & proposal strategies to improve quality of proposal.
- Collaborated with team members, operations & business development, to customize & develop proposal submissions.
- Ensured proposal text & budgets were in agreement with RFP, client specifications & communications & internal assumptions.
- Obtained third party quotes as needed.
- Managed the proposals process from RFP receipt to proposal delivery, identifying potential barriers or risks for completion & identify & implementing mitigation strategies.
- Worked with contracts, finance & operations to facilitate project initiation as part of PlanActivation™.
- Updated proposals &/or sales management tools, systems &/or forms regarding proposal or rebid status & value as directed.
- Coordinated & participated in project hand-over meetings.
- Performed peer QC prior to manager sign-off according to departmental procedures & guidelines.
- Utilized Sharepoint & performed close-out for Salesforce CRM updates.
- Participated in company trainings and workshops.

**Senior Proposal Coordinator** | IEM, Morrisville, NC

May 2019 - Jan 2020



Supported Business Development Organization & reported to the Acting Director & Acting Manager, with a team of proposal development specialists. Interfaced with the President/CEO, Finance, Contracts, Graphics & other dept. leads.

- Drove & supported complex proposal development efforts to include developing compliant outlines, matrix, proposal schedule, kickoffs, review sessions & production utilizing Shipley Process.
- Assisted in large proposal efforts as a book boss of section lead. Including staffing (resume development), teaming (subcontractor coordination), etc.
- Monitored & managed proposal compliance with instructions & deadlines.
- Responsible for timeliness & quality control for all proposals delivered.
- Worked with existing & newly developed templates & rough draft material from SMEs & convert the data into high-impact content to strengthen the quality of the proposal.
- Edited documents for grammar, style & content.
- Supported all production phases of project to ensure consistency, provide overall quality control & compliance with proposal submission guidelines.
- Performed proposal & document production to include formatting, proofing, printing, binding & preparing proposal documentation for shipment & review.
- Utilize Deltek GovWin CRM & Sharepoint.
- Provided overall content strategy to develop documentation to facilitate process improvements.
- Participated in multiple documentation & process improvement workshops
- Interviewed & trained/mentored new hires.

**Senior Technical Writer | Proposal Manager/Writer** | Measurement Incorporated, Durham, NC

June 2012 - Jan 2019



Supported MI's Information Technology (IT) department, providing technical writing, documentation & RFX analysis & proposal writing for academic assessment products & technologies. Contributed content to large-scale, complex, multidisciplinary proposals to State Departments of Education (B2G/SaaS), winning multi-year, multi-million-dollar contracts. Interviewed candidates & trained/mentored new hires.

*RFX Analysis & Proposal Managing/Writing*

- Evaluated incoming RFPs, ITBs & requests for statements of work & pricing & organizes the IT response to these requests.
- Reviewed & understood RFP requirements & components & assessed MI's capability of satisfying the requirements.
- Provided overall content strategy to develop IT RFP response assignments, compliance matrices, ensured progress is on schedule to meet established schedules & created & completed proposal responses as required.
- Established & maintained effective interdepartmental communications to collect & interpret input & ensured cohesive language, text & content.
- Developed staffing: resumes, bios, org charts & tables.
- Developed content library & re-purposed content.
- Created tables, flow charts & graphics using graphic design tools, including Visio.
- Created & collected demonstrative work samples.
- Provided deliverables to MI Proposal Coordinators on time for all schedules
- Utilized file sharing (network server file directories, Sharepoint, Dropbox, etc.).
- Led production of documentation to facilitate process improvements.

*Technical Documentation*

- Provided overall content strategy to develop technical & user documentation utilizing document & web publication tools.
- Collaborated with programmers, engineers & management during design phase to gain project insight.
- Analyzed the project requirements to determine the types of documentation needed & ensures accuracy & completeness of all technical documentation.
- Created, edited & maintained technical documentation for current & future applications (SDLC), procedural & online documentation.
- Created tables, flow charts & graphics using graphic design tools, including Visio.
- Supported quality assurance efforts, assembles documentation for audits & ensures the documentation is compliant with project requirements.
- Researched & evaluated new documentation tools & methods, documents & improved documentation processes.
- Assisted in maintaining the IT documentation libraries & performed activities as designated by management.
- Utilized file sharing (network server file directories, Sharepoint, Dropbox, etc.).

**Lead Technical Writer** | Serco - North America, Washington, D.C

July 2010 - June 2012



Supported PBGC contract for Benefit Accounts Payable Department Manual Support (BAPDMS) & New Paying Agent/Benefit Payment Branch (NPA/BPB). *Recipient of Excellence Award 2012. Obtained security clearance.*

- Provided overall content strategy to develop & update documentation for system migration to topic-based structured authoring & online help.
- Interfaced with cross-functional groups to curate content & compile data & reports based off numerous SME interviews.
- Conducted cross-functional review & approval meetings with directors, managers & SMEs.
- Developed documentation for print & web using the content management structured authoring system Author-IT, including content for staging & deployment for web-based publication build cycles.

- Presented final deliverables & documentation to stakeholders.
- Developed new & edited existing interactive process workflows.
- Developed test plans & scripts & performed system & usability tests & reviewed content for style.
- Contributed to content planning & analysis & project scheduling.

North Carolina State University, Raleigh NC

June 2003 - Jan 2010



Supported North Carolina Department of Public Instruction (NCDPI) Technical Outreach for Public Schools (TOPS) contract – nationally recognized testing program.

**Business & Technical Applications Technician**

June 2004 - Jan 2010

- Provided computer system management, systems analysis, systems design & processed automation, application management & database administration.
- Provided technical operation support & training to program staff & clients.
- Provided overall content strategy to develop documentation for system designs & operations to facilitate process improvements.
- Utilized & managed computer applications including relational database management systems, application management, network servers, electronic office productivity suite, graphics programs, equations editors, charting/graphing applications, web authoring packages & file conversion utilities.
- Assisted with item development & security for the online testing divisions Classcape & Test Development System.
- Created customized reports based on MS Access SQL queries.
- Managed, imported/exported electronic data files.
- Managed Production Team web page updates & maintenance.
- Attended software certification courses at the NCSU Technology Training Solutions.
- Interviewed & trained/mentored new hires.

**Editorial Assistant**

May 2003 - June 2004

- Utilized MS Access & MS Word to develop End-of-Course & End-of-Grade standardized tests in both print & digital (PDF) formats.
- Provided independent test development work in planning, organizing, managing & producing large databases of test items & tests to measure achievement of students grades 3-12.
- Coordinated item writing by NC teachers & curricular review items.
- Developed & maintained databases of test items & of artwork, graphs & charts for use with test questions.
- Managed teacher reviews of test items & completed tests to insure validity of tests.
- Produced error-free, camera-ready test booklets within tight deadlines.
- Attended software certification courses at the NCSU Technology Training Solutions.
- Trained/mentored new hires.

Freelance Social Media & Web Content Development

**Social Media & Web Content Developer** | SEACT/TCE/YPC/BTES/NBS

Aug 2002 - Present

Provided overall content strategy to develop web content, utilizing multiple social media platforms, research, design, image & logo creation, multimedia & video creation, interviewing & copywriting & MailChimp campaigns.

**Digital Media Producer** | University of Alabama, Tuscaloosa, AL

Aug 2001 - Aug 2002

Contributed to UA student digital media/online news including photography and captions.

**Education & Training**



**MA Integrated Marketing Communication** | UNCW, Wilmington | Phi Kappa Phi & Lambda Pi Eta 2025



**Graduate Certificate Technology & Communication** | UNC-MJ, Chapel Hill | Featured Alum 2018 2008



**BA Communication & Information Science** | University of Alabama, Tuscaloosa 2002

**APMP Foundation** | Shipley Associates 2021



**APMP CF Certification** | APMP 2021