

Jennifer G. Hay

EXPERIENCE

Director of Marketing

Florida State University College of Criminology and Criminal Justice

July 2005–present

- Direct and manage strategic communications planning, creative development, and marketing executions that directly impact student recruitment, faculty recruitment, legislative relations, fund-raising, internal communications, and other important functions that contribute to the reputation and progress of the College.
- Serve as key leadership in the College for daily issues regarding marketing management and strategic planning.
- Direct content development and design of College and research center Web sites.

Marketing Manager

Washington State University Office of Marketing Communications

January 2001–May 2003

- Advised public information specialists, recruiters, and faculty about appropriate strategies, messages, and media for communicating the university's brand.
- Developed the university's annual marketing plan and communications strategies in collaboration with communications team.
- Deepened campus understanding of the university's brand identity by communicating details about marketing initiatives and results to campus constituents.
- Directed content development and design of award-winning Web site created for prospective students, www.wsu.edu.

Communications Consultant

Washington State University Office of University Publishing and Printing/WSU Press

July 1999–December 2000

- Advised university departments regarding appropriate strategies, messages, and media for communicating key marketing messages.
- Coordinated and managed development and production for university promotional materials and WSU Press books.
- Worked with design staff, editors, photographers, and print shop personnel to ensure high-quality, cost-efficient production and publishing.

Communications Consultant

Texas Association of School Boards Department of Communications

May 1994–June 1999

- Developed promotional and educational programs and materials.
- Wrote, designed, and distributed internal print and electronic newsletters.
- Assisted in content development and maintenance of association Web site, www.tasb.org.

Senior Marketing Intern

Texas Monthly Magazine

September 1993–April 1994

- Wrote promotional material for magazine advertising section.
- Developed merchandising programs.
- Supervised other interns.

EDUCATION

B.A., English, 1993

Southwestern University, Georgetown, Texas