

# TERYN JONES



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## PROFESSIONAL SUMMARY

Marketing professional with proven track record in developing and implementing comprehensive marketing strategies. Known for collaborating effectively with teams to drive successful campaigns and adapt to evolving market needs. Expertise in content creation, brand management, and digital marketing, combined with results-oriented mindset.

## SKILLS

- Social media management
- Proficient in Adobe Creative Suite
- Strategic campaign management
- Creative photography skills
- Effective communication
- Email campaign development
- Collaborative team management
- Proficient in Canva design tools
- CRM system administration
- Digital community engagement
- Community involvement strategies
- Strategic press release communication

## EDUCATION

### University of Florida

Gainesville, FL • 08/2024

**Master of Arts:** Mass Communications - Social Media

- 4.0 GPA

### Arizona State University

Tempe, AZ • 2018

**Bachelor of Arts:** Mass Communications and Media Studies

- 4.0 GPA
- summa cum laude graduate

### Metropolitan Community College

Kansas City, MO • 2016

**Associate of Arts:** General Studies

## CERTIFICATIONS

- Social Media Marketing Training - Hubspot Academy

## PORTFOLIO

- <https://terynjones71.wixsite.com/website>

## WORK HISTORY

### KVC Health Systems Inc. - Marketing and Communications Manager

Olathe, KS • 08/2024 - Current

- Develop and execute comprehensive marketing strategies to enhance brand awareness and engagement.
- Manage cross-functional communication efforts, ensuring alignment across departments and stakeholders.
- Lead digital marketing initiatives, optimizing online presence through SEO, email campaigns, and social media management.
- Analyze market trends and consumer insights to inform strategic decision-making and campaign adjustments.
- Evaluate campaign performance metrics to drive continuous improvement and maximize return on investment.

### Wayside Waifs - Animal Marketing Coordinator

Kansas City, MO • 07/2021 - 08/2024

- Assisted with execution of social media strategy and messaging
- Designed marketing collateral for events, adoption promotions, and fundraising campaigns
- Trained volunteers to take photographs, write animal profile stories, and create videos, leading to increase of video production by 20%
- Boosted brand awareness with target customer demographics with social, print and email campaigns
- Coordinated marketing campaigns to increase awareness of animal adoption initiatives.

### Fearless Kitty Rescue - Events and Marketing Coordinator

Fountain Hills, AZ • 03/2020 - 07/2021

- Coordinated creation and deployment of videos, social media posts and other marketing collateral
- Managed and organized team of volunteers for all facets of marketing, events, and photography
- Built new materials libraries with fresh imagery, copy and graphics to enhance marketing campaigns
- Evaluated existing plans, processes and events planning services to identify opportunities for improvement
- Oversaw preparation of marketing copy, images, videos, emails, and other collateral

## AFFILIATIONS

- Active Member of Junior League of Kansas City, Missouri  
2023 - Current