



JENNIFER GARRETT

*Creative Director
Entrepreneur
Visionary*



CONTACT

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🌐 bit.ly/jennifergarrett

EDUCATION

BACHELOR OF ARTS: JOURNALISM AND MASS COMMUNICATIONS

2012

University of South Florida
St. Petersburg, FL

SKILLS

Adobe Lightroom
Adobe Photoshop
Adobe InDesign
Microsoft Office Suite
Wix Web Design
Canva Pro Portal
Asana
Spanish

ABOUT

I'm a creative Afro-Latina activist with 10 years of entrepreneurship, photojournalism, and communications experience. I seek to establish my career with a respected non-profit focused on fighting for justice and seeing people's rights restored through advocacy and action. My expertise includes vision casting, and graphic design and production. I've owned and managed two business startups and written for local PR firms, magazines, and newspapers such as the Weekly Challenger, B2 Communications, St. Pete Magazine, and Blu Tampa Magazine. As a strong team player, I value producing quality content that communicates justice for all marginalized communities.

CORE QUALIFICATIONS

Press Release Writing
Copyediting
Team Leadership
Vendor and Client Relations
Project Management
Website Design and Production

Graphic Design
Advertorial and Beat Reporting
Public Relations
Branding and Marketing
Internal and External Media
Blog Management

EXPERIENCE

INTERIM DIRECTOR OF COACHING

St. Pete Underground Network 501(c)(3) | Jan 2020 - Present

- Developed and led a 6- week Module Training course for 8 new missional movements in Pinellas County
- Lead monthly coaching team meetings and training seminars for 50 missionaries
- Lead and train a team of 6 coaches who individually coach 2-3 missionaries each
- Cast vision for the Coaching department by developing team goals based on surveying ministry leaders' needs
- Develop and facilitate Coaching team retreat spaces

DIRECTOR OF COMMUNICATIONS

St. Pete Underground Network 501(c)(3) | Jul 2018 - Present

- Solely direct and manage all the operations for this vital communications department within the organization while promoting the SPU vision
- Created and designed the St. Pete Underground's logo based on Isaiah 43:19 vision
- Increased the social media Facebook by 209 followers (+95%) and Instagram reach of up to 1,300 with a following increase by 100 followers (+45%)
- Administer our private Facebook group of 71 members
- Manage the newsletter database of nearly 200 subscribers with an average open rate of 60%
- Created all 2018 and 2019 annual fundraising banquet invitations, brochures, pledge cards, banquet slides, and other printed materials for both St. Pete Underground events, each including 130-150 local and national partners, guests, members, and donors in attendance



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DIRECTOR OF COMMUNICATIONS (CONTINUED)

St. Pete Underground Network 501(c)(3) | Jul 2018 - Present

- Produce and publish all internal and external communications content for a 71 member organization and donors
- Created the StPeteUnderground.com website in 2018 to reflect the movement's vision with all active landing pages and forms which averages about 850 visits/month
- Created and designed 1Heart3beats.org website, a civil and social engagement non-profit that serves young women in Pinellas County, FL
- Photograph and publish all event photos to our websites and social media channels
- Manage and schedule all SPU internal communications channel through Remind Text Management for 71 members and donors
- Publish resources and content to Issuu online publishing platform
- Edit and produce all audio recordings for all SPU guided meditations

PORTRAIT AND WEDDING PHOTOGRAPHER

Aggie Photography St. Pete | January 2016-June 2020

- Published Wedding photography on 10 different high-end bridal blogs including PureWow Weddings, MarryMe TampaBay, Black Bride, Aisle Perfect, Borrowed and Blue, BeSpoke Bride
- Published in print with Premier Weddings Magazine (distribution of 25,000) in the Southeast region
- Met personally with clients to establish one-on-one relationships
- Organized client management system with custom project proposals and invoices for 50+ clients per year
- Designed and produced all marketing brochures and business materials
- Professionally photographed high-end local and international weddings and sessions for 8-10 hours
- Created and managed AggiePhotographyStPete.com (1K visitors/month)
- Managed a social media Facebook and Instagram presence of more than 1K followers, including campaigns, marketing promotions, and e-newsletters
- Organized, coordinated, led, photographed, and published 3 styled shoot workshops with 10+ local vendors and 7 photographers

CAMPUS MISSIONARY STAFF

InterVarsity Christian Fellowship 501(c)(3) | Feb 2013 - May 2019

- Created and maintained coaching and leadership relationships with a Eckerd Campus Chapter of 35 college students
- Led weekly team meetings and facilitated state-wide conferences and breakout gatherings for 400+ FL participants
- Generated graphic design content for all campus events and conferences
- Directed and executed 4 seminar trainings of 75+ participants per year, including topics like 'Beginner's Guide to Crossing Cultures,' 'Saying No to the Culture of Now,' 'Jesus and the Marginalized', 'Prayer through Art.'
- Directed 2 week-long conference of up to 80 participants while managing a staff team of 6 leaders
- Strategically fundraised and cast vision for a \$32,000 project budget

CAREER NOTE: *Editorial Clippings, references, and extended portfolio all available upon request*