

Jennifer Ku-Daw Bagwell



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SUMMARY

Professional with 10+ years of experience strategizing on growth and development opportunities. Proven track record of achievement in communications, brand management, program launch, community development, growth opportunities, and partnerships. Confident and decisive when determining direction, building marketing plans, and delivering presentations. Insightful with in-depth industry experience and continuous efforts to remain updated on the latest industry innovations and a proven track record of success in government and nonprofit sectors. Successfully led and collaborated with high-performance teams. Facilitate dynamic turnaround in low-performing organizations with a degree in healthcare.

WORK EXPERIENCE

Director of Digital Marketing and Media - Optimist International, 2019 to Present

Optimist.org • JuniorOptimist.org • OIFoundation.org

- With direction of senior staff and organization committees - Oversee the planning and implementation of each organization's digital growth and global outreach strategies. Community management of Optimist organization to over 2,200 clubs and 60,000 members worldwide.
- Develop and build the new digital marketing and media department within all the organizations.
- Manages all social media and digital marketing strategies related to brand exposure, community growth, email campaigns, content & communications calendar, and audience engagement.
- Maintain website, search engine optimization, and UI/UX for each organization.
- Design project roadmaps from conception to launch by setting vision, defining key concepts and strategy, and leading design discussions.
- Web Strategy including information architecture, SEO, conversion rate optimization, WordPress development and website governance.
- Develop marketing reports on web design, re-marketing campaigns, key-phrases packages, and new media advertising campaigns to increase SEO.
- Identify and develop keyword and backlink strategies based on competitor and consumer Google analytics, site analysis, and behavior reports.
- Manage all communications, emails, newsletter, magazine, digital video production, and press releases for the Optimist organization.
- Project management to ensure the execution of all campaign components are done seamlessly across all channels, business units, and the impact Marketing through KPIs.
- Participated as a key team member and project manager for Optimist International joint project initiative with Kiwanis International, Lions Clubs International, and Rotary International to develop and launch Celebrate Community, a global volunteer initiative.

Senior Community Outreach, Communications, Marketing, and Digital Development

- Owner, Explanation Point LLC, 2010 to Present

- Building and nurturing relationships through outreach and engagement with community leaders and business owners. Lead and work with various teams to strengthen governance, processes, systems, and integrations.
- Under contract with the City of Florissant, built out digital social media presence, grew social media engagement by over 1,000% within an 8-month period, and conducted outreach to local businesses and nonprofits to cross-promote city and community events. Manage city digital communities.

- Contract projects included networking and promoting all-city events, economic growth, community projects, and historical preservation.
- Florissant/Ferguson Historical Preservation, local Chamber of Commerce Women Empowerment event, St. Baldrick fundraising, Magic House community school outreach program in a school district of 18,000, and annual Gift Land program
- Fundraising Project Management and Consulting. Building a good rapport with potential donors, establishing donor, events, and sponsorship.
- Explored user behavior & trends to define driving triggers & high-performing product management.

Community Outreach Specialist

- Gateway Legacy Christian Academy - 2018 to 2020

- Participated in workshops and training to improve skills and learn new methods of classroom instruction.
- Developed guides and course materials to reinforce lecture information and help students learn.
- Researched and developed innovative learning methods to optimize learning processes.
- Managed curriculum development and daily facility operations to align with school objectives.
- Uploaded online lessons and tools for student use.
- Helped define mission and standards for student volunteers within the community by collaborating with special committees and organization leadership.
- Developed e-learning LMS to improve curriculum, course formats, and lesson presentations for online students.

Virtual World Marketing and Development - Owner, Gamerzfix, 2006 to 2019

- Led virtual world business start-up, creation of operational procedures, and workflow planning.
- Hired and mentored a core start-up team, working on outlining initial company policies and procedures.
- Managed day-to-day business operations of over 45 virtual community servers in Second Life
- Building roadmaps for our overall digital marketing strategy, while leading a team who can analyze data and turn it into insights to better inform the digital strategy.
- Adopted different critical thinking strategies and mental frameworks in a digital global environment.
- Utilized 3D modeling, texture, and mapping to create graphics and visual effects.
- Coordinated with project managers across multiple initiatives to align development timelines, plan testing, and coordinate with client representatives.

EDUCATIONAL TRAINING

Fullstack & Agile Certification

Savvycoders *July 2020*

Digital Marketer & Community Mastery

DigitalMarketer Labs - Community Management Mastery, Search Marketing Mastery, Analytics and Data Mastery, Content Marketing Mastery

Hawaii Pacific University

Bachelor of Science - BSN-RN

University of Hawaii Manoa

Associate - Liberal Arts

E.M.T. Certification

Online Digital Bio & Work

LinkedIn:

<https://www.linkedin.com/in/jenniferbagwell808/>

Portfolio: <http://jenniferbagwell.me>

Google - UX

Research, Design, & Prototypes

Facebook Blue Print - Developer

Community Management / PowerAdmin Mentor

American Red-Cross / Makalpa Medical Center

Clinical Assistant: Community Outreach

UMSL & SLCL

Community Program Management Seminar

Main Street Missouri

Community outreach & revitalization education conference & workshops

ASK.LLC - <https://explanationpt.com>

Digital Code Demo (Fullstack Kapstone) -

<https://procode.bio/>

PROFESSIONAL SKILLS

- Communications and Marketing
- Email campaigns & Auditing
- Google Data Studio
- Google Analytics - SEO, Strategy, and Execution
- Product Development and Project Management
- Global Relationship Building & Cross-departmental Alignment
- Strategic Planning and Alignment
- Digital Marketing Program Management, Research Analysis, & Strategy Development
- Campaign Performance Tracking
- Adobe Creative Suite
- Microsoft Office
- Training and Onboarding
- Communications Strategy & Leadership
- Public Relations Manager
- Customer Relationship Management
- Copywriting & Press Releases
- Web Development - Full-Stack Front-end Content Management (HTML5, JS, UI/UX, ColdFusion)
- Digital & Virtual World Meta Community Manager & Developer
- Content Calendar Management
- Ideal Customer Profile Development
- Keyword Research & Development
- Instructional Materials Creation
- Student Motivation and Engagement
- End User & Customer Focus
- Curriculum Development & Outreach
- Community Relations Management
- Team Leadership & Collaboration
- Performance Evaluation and Monitoring
- Membership & Youth Service Organization
- ROI & KPI Reports

TECHNICAL SKILLS

- Full-stack development certification
- Agile certification
- UX/UI Foundation & Design (Google) digital/technology solutions
- Project leader and team manager
- Digital and SEO strategies
- A/B testing (design & ad placement)
- Explainer video production
- Copywriting
- JS, CSS, HTML ColdFusion, LSL, LUA
- MySQL, Mongo
- SSD Inclusion, Diversity, & ADA training
- Planning and promotion for in-person, community, international, and hybrid/virtual meetings and conventions
- Medical Terminology & Pharmacokinetics
- Graphics: Canva, Hitfilms, Animaker, Powerpoint, ISSUU, Figma, Wireframes
- Adobe: Premier, Studio, Photoshop, XD, Illustrator
- Remote workspace management (Google WP, Teams, Trello, and Asana)
- Digital Instructional design & eLearning LMS
- Excel, PowerPoint, Word, PDF, Google (Excel, Sheets, Slides, Forms)
- Microsoft Office, Google Docs, OneDrive, Dropbox
- WordPress, Site Data & HTML
- Mailchimp, Constant Contact
- Open Broadcasting System (OBS), Cablecast Carousel, Tightrope

How I Give Back

During college, I volunteered for community research assessment and outreach, where I received top honors from the Schofield Army Military Base Command & Hawaii Pacific University. Hazelwood School District Volunteer of the Year 2019. After the Ferguson unrest, I was a team member for community inclusion and revitalization for the Main Street Missouri Community project "[This Place Matters](#)". I also provided free social media frames & GIFs for [nonprofit organizations via FRAMED](#). I currently maintain community social media for Florissant, Hazelwood, Ferguson, and St. Louis, MO. I participated in the International Building Bridges community event planning and [St. Louis Women's Leaders](#) event with Maxine Clark. I am the founder of the annual [Battle of the Business](#), a local food pantry drive.