

## Contact

919.696.6187

JFowler621@gmail.com

www.jfowlermarketing.com

## Education

### Master of Business Administration, Concentration in Marketing

Southern New Hampshire University

### Bachelor of Science in Business, Marketing/Marketing Management

University of Connecticut, Storrs

## Training

### Youth Mental Health First Aid

Evidence-based mental health awareness training with focus on how to identify and respond to signs of mental health crisis and substance use disorders in youth.

### Blueprint for Leadership

Six-month program to train and equip community leaders to serve on nonprofit boards.

### Volunteer Management Training Series (VMTS)

Comprehensive series designed for volunteer managers to create dynamic, results-oriented volunteer engagement. Based on research and effective, field-tested best practices.

## Skills

### Technical

SchoolAdmin/Finalsite Enrollment; Microsoft Office; Adobe Photoshop, Acrobat; WordPress, Beaver Builder, Gravity Forms; Zendesk

### Professional

Strategic Problem Solving  
Writing and Content Development  
Event Planning and Management  
Efficiency Analysis and Optimization

## Professional Experience

### Admission and Data Associate

*The Bolles School, Jacksonville, FL / 2022 - Present*

- Support the Dean of Enrollment, Directors, and Database Associate with the daily activities of the Admissions Office
- Develop and manage Student Ambassador Program including recruitment, training and scheduling of student volunteers
- Manage ISEE registration, waiver distribution, and test administration
- Conduct individual and group campus tours for prospective families
- Update inquiry and applicant files in SchoolAdmin and generate reports and mailing lists as needed

### Project Support

*Open Sky Web Studio, Jacksonville, FL / 2016 - 2022*

- Created content for digital marketing, including website content, blog posts, email campaigns, and social media
- Managed ongoing email and social media campaigns
- Designed content layouts and graphics
- Researched and wrote original content for client projects

### Executive Assistant & Director of Special Projects

#### Military Engagement Manager / AmeriCorps VISTA

*HandsOn Jacksonville, Jacksonville, FL / 2012 - 2014*

- Planned and executed annual volunteer recognition reception
- Organized and executed 13 Belk 125 Days of Service Corporate Projects across 3 states in 3 weeks
- Recruited, trained, and managed two AmeriCorps National Direct members and volunteers with focus on military veterans
- Engaged over 550 volunteers in more than 2000 hours of volunteer service in under 12 months
- Provided logistical planning and support for events and programs

### Director of Marketing

*Lifetime Family Wellness Center, Honolulu, HI / 2009 - 2010*

- Created marketing strategy using traditional and digital mediums
- Maintained website content and social media
- Monitored and analyzed marketing statistics
- Managed team of eight interns

## Volunteer Roles

### Cubmaster and Den Leader – Cub Scout Pack 484 - 2021 to present

- Plan and lead activities for large and small groups age K through 5<sup>th</sup>
- Coordinate special events and pack campouts

### The Wild Things Young Professionals Group- Executive Council - 2013 to 2022

- Served 3 year term as President; also served as Event Chair, Communications Chair, and Vice President
- Planned semi-annual member events and annual fundraiser

### WordCamp Jacksonville - Organizer - 2017 to 2020

- Planned Sponsor Thank You Dinner and conference After-Party
- Coordinated conference venue

### HSL-72 / HSM-72 - Ombudsman - 2011 - 2015

- Served as command-appointed liaison between families and Navy Command Leadership
- Emergency contact for spouses and families during deployments