

JAMI McMANNES

MANAGER OF STRATEGIC COMMUNICATIONS

September 8, 2019

Jillian Lang
Director of Strategic Partnerships
College of Agricultural Sciences
Colorado State University
301 University Avenue
Fort Collins, CO 80523

Dear Ms. Lang,

I appreciate your consideration of my application for the Manager of Strategic Communications position with the College of Agricultural Sciences at Colorado State University. As the Senior Coordinator of Marketing for Parks and Recreation I understand the importance of providing access to exceptional programs and services for our community. For more than 15 years, I have specialized in **communications, public relations, and project management**, and thrive in an environment where I can reach for improvement and offer strategic solutions for organizational goals. I am confident that my extensive experience in community service will be an asset to your department and am eager to be a resource to Colorado State University patrons to enhance the well-being of humans, plants, and animals, as well as strengthen Ram pride. The following are highlights of my background as they pertain to your position requirements:

- Bachelor of Individualized Studies: International Business from the College of Liberal Arts, University of Minnesota, Twin Cities.
- More than 15 years of project management experience, including overseeing teams to execute large scale events, publications, fundraising tactics, and community outreach.
- Offer a unique voice in written and spoken word for press releases, community presentations, and marketing content.
- Comprehensive technical skills using computer software including Microsoft Office Suite.
- Strategically construct and oversee campaigns on Facebook, Twitter, Instagram, and NextDoor.
- Direct experience leading staff, volunteers, interns, and teams, as well as working independently, by being organized, adaptable, and open to various perspectives.
- Representing the strengths of Achiever, Focus, and Restorative according to *Strengthsfinder 2.0 from Gallup*, I am a self-starter and goal oriented with the ability to initiate, design, plan, and execute multiple complex projects simultaneously with exceptional attention to detail.
- Demonstrated ability to research information, including querying quantitative and qualitative data from diverse sources, to evaluate customer satisfaction and operational successes and implement effective solutions and strategies.
- Ability to work closely with key stakeholders, including local businesses, volunteers, donors, students, employees, and elected officials.
- Successful track record of following projects from concept to completion while maintaining a positive and fun attitude even in unpredictable and undesirable situations.
- Maintain tact and discretion while handling sensitive personal and financial information, including managing a database of thousands of constituent accounts for donors, volunteers, and people in need.

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- Extensive knowledge of marketing techniques including the creation of posters, brochures, newsletters, interpretive signage, invitations, and ads utilizing Adobe Creative Suite.
- More than 15 years of experience in communications and customer service working with nonprofit organizations, tourism centers, higher education, and government institutions.
- Demonstrate inclusive communication and best practices about health, wellness, humanitarian, and economic development services targeted towards diverse populations.

In my current role, I am responsible for all aspects of managing projects for programs, publications, and special events serving a community of more than 165,000 citizens. I excel in delivering promotional strategies that engage hundreds of funders and managing teams to execute projects and events to support our department's strategic goals. I also offer expertise in marketing a recreation department that supports 1.3 million participants and has generated more than \$6.5 million in annual revenues.

Throughout my career, I have delivered quality results in often pressure situations through prioritization, being proactive, and representing organizations with professionalism and positive positioning. For example, I consult with park planning experts on how to relay sensitive information to the media about upcoming City developments such as the Poudre River Whitewater Park, a highly anticipated yet contentious addition to the recreation community.

I also excel in team leadership and project oversight. I currently lead a team of 20 staff to publish the *Recreator*, a 100+ page directory featuring recreational program information for 100,000 yearly subscribers. My team gathers and edits content, secures ads, facilitates design, coordinates print, and successfully distributes before due. In addition, in 2010 I coordinated more than 100 nonprofits and 4,500 volunteers to host projects for Make-A-Difference Day, a week-long service event. As a result, the event was recognized by USA Weekend Magazine as one of the top ten events in the nation.

As a BizWest, 40 Under Forty recipient, I have earned a reputation for getting things done. I am influential in the Fort Collins community because of my service and dedication to building relationships. As the granddaughter of a cattle farmer, I appreciate the achievement found from hard work, drive, and determination. I would be honored to offer resources, services, and programs that promote a sense of community and support the development and needs of your diverse stakeholders. Additional details about my background are provided in the enclosed resume. Please feel free to contact me at 608.449.0669 or jami.mcmannes@gmail.com with questions and to arrange an interview.

Sincerely,

Jami J. McMannes