

Jennifer Wolfe-Kimbell

August 24, 2019

Colorado State University
College of Agricultural Sciences
ATTN: Jillian Lang
301 University Avenue
Fort Collins, CO 80523-1101

RE: Manager of Strategic Communications: 201900762AP

Dear Ms. Lang,

I would like to introduce myself and express my sincere interest in working for the College of Agricultural Sciences as the Manager of Strategic Communications. I have over 10 years of well-rounded experience in marketing and communications and I have had the pleasure of working in a variety of settings such as small creative agencies, a multi-faceted corporation, within state government, and for a variety of educational organizations. I feel that the depth and breadth of my experience would be an asset in this position and to the College.

Here are some notable highlights from my career:

- Worked for the North Carolina Department of Environment, Health & Natural Resources - Division of Water Quality responding to public inquiries on behalf of the Governor and participated in public hearings on contentious environmental topics.
- Established a formal marketing and communications program for a private school to support annual enrollment goals by creating an annual marketing plan and executed plan through the use of weekly email newsletters, website development/content management, social media management, SEO, SEM, and print ads.
- Published articles in the following publications: Integrated Marketing & Communications Research Journal, Advertising & IMC Principles and Practice, 8th and 9th Edition / Prentice Hall
- Developed several national marketing campaigns from concept to implementation within the highly competitive ski industry. Managed the vendor relationships for each campaign which utilized special events, email, online campaigns, direct mail, radio and TV.
- While working for a large ski company, I served on several cross-functional teams and collaborated with a variety of stakeholders and colleagues across a variety of business functions (finance/accounting, IT, legal, operations, hospitality, food and beverage, ski school, C-level leadership).

In addition to my professional experience, I have a history of involvement with small scale farms which has driven my growing interest in agriculture and food systems. My family history is rooted in agriculture - from an apple farm in upstate NY to Appaloosa horses in Iowa. And, I have volunteered at small farms supporting their harvesting and CSAs. I have a passion for understanding various approaches to farming, land management, regenerative practices, and horticulture...and I'm eager to keep learning.

I have been fortunate enough to work on some amazing projects over the span of my career and I am eager to put those skills to work for the College of Agricultural Sciences.

I look forward to hearing from you.

Warm regards,
Jennifer Wolfe-Kimbell