

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

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experience

DIRECTOR OF MARKETING & COMMUNICATIONS

Potomac Crescent Waldorf School - Alexandria, VA (remote)

3/2018 - Present

A small, independent school located in the DC-Metro area that offers Waldorf education for early childhood and elementary programs.

- Established content plan and manage website and social media presence (Instagram, Facebook, Twitter)
- Architect various Google AdWords campaigns to connect with prospective families in local markets and in key relocation markets
- Evaluate success of adwords campaigns and SEO using Google Analytics
- Create a weekly newsletter that promotes school events, highlights Waldorf curriculum, and encourages events/activities that align with school values.
- Elevate the understanding of Waldorf education through parent education evenings, web content, social media content, communications to school families, and special events.
- Manage and track annual marketing budget, presenting plan for Board approval

LECTURER

Anschutz Health and Wellness Center, University of Colorado - Denver

2/2015 – 11/2015

A nationally-known research facility that offer holistic programs and ongoing support for wellness and athletic training.

- Presented a weekly one-hour class and managed content for email/online community posts. Curriculum for the course included guidance for diet, exercise and mindset/lifestyle transformation.
- Maintained ongoing engagement and coached participants as they completed the program and navigated individual challenges.

MARKETING CONSULTANT

1/2012 – 6/2012

Way Better Snacks

The Way Better Snacks product line launched in 2012 with its unique sprouted ingredient tortilla chips. After a successful launch the company quickly became a category leader in better-for-you snacks. In 2013, the company reported \$12M-\$14M in revenue.

- Developed a comprehensive integrated marketing and public relations program for successful product line launch in the snack category working with Way Better Snacks and their branding agency.
- Managed publication contracts and sponsorship proposals, collaborated with the creative agency to ensure strategic alignment with messaging, managed public relations efforts and media coverage.
- Developed a new data-gathering tool for the brand to collect lifestyle, interest, and awareness of product attributes using qualitative and quantitative formats.
- Created and distributed custom content to promote the new brand to audiences across various demographics – primarily as website, media articles, and blog content.

SENIOR MARKETING MANAGER, UPSELL/ENGAGEMENT

5/2008 – 12/2011

Vail Resorts

The premier mountain resort company in the world and a leader in luxury, destination-based travel at iconic locations. The company operates three integrated divisions: mountain, hospitality, real estate development.

- Supervised a staff of three: graphic designer, upsell manager, and international marketing manager.
- Established new in-season promotions and initiatives while collaborating with accounting, IT, marketing, food and beverage, hospitality and ski school to execute in 5 different resorts.
- Utilized guest demographic and purchasing behavior data to help guide strategic and tactical efforts.

Jennifer Wolfe-Kimbell

- Oversaw International Marketing team which produced materials and participated in events in eight markets: China, Japan, Mexico, Canada, UK, Australia, Argentina, Germany and France.
- Responsible for growth and development of the company's resort loyalty program, the PEAKS Rewards Program and its premier customer program, Prima.

SENIOR MARKETING MANAGER, CREATIVE SERVICES

10/2007- 5/2008

Vail Resorts

- Directed online and offline creative for corporate marketing including the promotion of 5 ski resorts, season passes, lift tickets, and additional efforts within a market of local skiers and snowboarders, outdoor enthusiasts, applying to both domestic and international marketing efforts.
- Collaborated with resort food and beverage directors to expand Appetite for Life program (healthy food options in resort dining). Included the creation of a dining debit card and signature meal options for on-mountain and fine dining.
- Architected the successful onsite launch and ongoing promotion of the Epic Pass, an unprecedented new ski pass product, under severe time constraints and limited budget.

MARKETING MANAGER, DIRECT MARKETING & LOYALTY PROGRAMS

4/2006 – 10/2007

Vail Resorts

- Managed creative agencies and external vendors to create all collateral and advertising for national and international sales teams.
- Advanced year-over-year sales through the launch of an exclusive passholder program, which was developed to ensure customer loyalty, retention, and conversion.
- Utilizing key database segmentation, cultivated customer loyalty and retention through the development of a 3-year PEAKS program (high net-worth customers) initiative.
- Effectively illustrated the use of direct marketing initiatives to build long-term customer relationships by writing and publishing a case study for the undergraduate-level textbook, Advertising: Principles & Practice (8th and 9th Edition).

DIRECTOR OF MARKETING, DEVELOPMENT, AND ADMISSIONS

2004-2005

Boulder College of Massage Therapy

As one of the oldest massage therapy schools in the country, this non-profit school had an international reputation for excellence in massage therapy education.

- Oversaw all aspects of marketing, non-profit fundraising, and student admissions including the development of academic catalogs, online and print advertising, and cultivation of vendor relationships.
- Restructured the Admissions Department by rewriting job descriptions for admissions advisors, revised the application process, and recreated Open House experiences for prospective students.
- Launched the Healing Arts Alliance, a partnership between three healing arts schools, by working with the partner schools and coordinating promotional events and joint student orientations.

MARKETING CONSULTANT

2002- 2004

Wolfe Marketing

As full-service consultancy, I worked with small businesses and start-ups to establish their brand and marketing strategies. I also assisted in securing additional support by subcontracting graphic designers and web designers.

- Led the development and execution of public relations, marketing and business strategy, focusing on branding and positioning tactics including mail campaigns, commercial production, and collateral development for start-ups and small businesses.
- Focused on health and wellness clients to formalize their marketing plans, brand positioning strategy, and public relations/media efforts.

Jennifer Wolfe-Kimbell

TRAINING AND DEVELOPMENT MANAGER / PUBLIC AFFAIRS ASSISTANT

1995-1999

North Carolina Dept. Of Environmental Quality, Raleigh, NC

The North Carolina Department of Environmental Quality, formerly known as the North Carolina Department of Environment and Natural Resources, is the state's leading stewardship agency for the preservation and protection of natural resources and public health.

- Recruited to coordinate the design, implementation and execution of statewide training and educational programs for 450 divisional employees in seven regional offices.
- Drove the department's quality initiatives by acting as a facilitator for statewide task forces and agency meetings, and serving as representative on various cross-functional committees
- Established a formal educational program for children that illustrated the importance of water to our community and then environment and the danger of pollutants.

education

Nutrition Therapy Institute - Denver, CO
Certified Nutrition Therapist

University of Colorado - Boulder, CO
Master of Art in Journalism / Integrated Marketing Communications (IMC)

University of Alabama - Tuscaloosa, AL
Bachelor of Art in Communications, Major in Public Relations

volunteer

Arcadia Farm, Virginia: Harvesting and CSA prep

Sunnyside Farm, Denver: Harvesting and CSA prep

The GrowHaus, Denver: Greenhouse construction

Pachamama Farm, Boulder: Harvesting and Farmer's Market Staff