

JENNIFER BAKER BROWN

DIRECTOR OF SPECIAL PROJECTS, COMMUNICATIONS STRATEGIST

Mid-career, cross-functional director of special projects, pivoting to collaborate with a team that is supporting the evolution of a more sustainable future. I bring systems thinking, adaptability, empathy and complex problem solving skills to every project.

EXPERIENCE

BRAND AND COMMUNICATIONS STRATEGIST, CREATIVE DIRECTOR

Baker+Brown Co. USA: NYC, ATL, PHX, CHA 05/2010—present

Led executives and founders at 25+ clients to: define business outcomes and ensure strategic alignment, execute on plan and deliver brand and marketing assets and manage all aspects of production, timelines and budgets.

Proven track record as an cross-functional director with a keen attention to detail, strong decision-making skills and internal and external communications expertise.

Skilled in strategy development and implementation, on-brand communications, contractor selection and management.

FACULTY ASSOCIATE

The Design School, Arizona State University PHX, USA 08/2018—12/2019

While pursuing a masters degree in sustainability; taught 50+ undergraduate visual communications students in three fundamentals courses at the largest and most comprehensive design school in the nation.

RESEARCHER AND WRITER

Future of the Creative Economy USA 06/2015—12/2015

Collaborated on the development of self-initiated, future-focused research project. Crafted narrative around the future of the creative economy and co-wrote an article series for leading creative industry magazine, *HOW*.

Traveled the USA for 6+ months, over 20,000 miles. Conducted 30+ in-person interviews with thought leaders across domains and industries. Spoke in lectures and in interviews about the project.

SENIOR ART DIRECTOR

Iced Media NYC, USA 04/2013—08/2014

Led visual communications for broad array of digital and social media campaigns at award-winning agency. Increased conversion of key accounts in partnership with executive and business development teams driving new engagement and recurring revenues.

Built an internal creative services department in collaboration with the operations executive; actively mentored design team members.

EXECUTIVE DIRECTOR, NON-PROFIT

Salt Space NYC, USA 06/2012—04/2013

Coordinated and curated 150+ events in 16 months including art exhibitions and performances, notable film screenings, lectures, fundraisers and private events.

Recruited, trained and supervised a team of 15+ volunteers and specialized contractors.

Hands-on operations management including: budgets, vendor payments, contract negotiations, marketing and communications efforts and relationship management with key stakeholders.

EDUCATION**MASTER OF ARTS IN SUSTAINABILITY**

Arizona State University 09/2017–05/2020 GPA 4.0

Thesis Title “Conversations with the Circular Consumer”

Committee Kevin Dooley, Chair; Rajesh Buch; Daniel Fischer

Topic Why do some consumers choose to participate in circular business models and what are some of the key benefits these consumers receive?

BACHELOR OF FINE ARTS, GRAPHIC DESIGN

Auburn University 09/1998–12/2002 Cum Laude

PUBLICATIONS**ARTICLES**

05/2020 “Conversations with the Circular Consumer” (Thesis) ProQuest LLC.

06/2016 “The Future of Creativity” *HOW Magazine*, Summer 2016.

05/2016 “The Future of Creativity: Understanding Value” *HOWdesign.com*.

03/2016 “The Future of Creativity: New Tools for a New Generation” *HOWdesign.com*.

02/2016 “The Future of Creativity: Work is Forever Changed” *HOWdesign.com*.

01/2016 “The Future of Creativity: The Only Constant in Life is Change” *HOWdesign.com*.

07/2015 “On Sustainability: A Design Manifesto” *HOWdesign.com*.

07/2015 “Surrendering to the Journey” *HOWdesign.com*.

SPEAKING ENGAGEMENTS & INTERVIEWS

09/2015 “The Future of Creativity” with Neil Brown. Art Center College of Design. Pasadena, CA.

09/2015 “The Future of Creativity” with Neil Brown. 72U at 72 and Sunny. Los Angeles, CA.

09/2015 “Episode 6 – A Designer’s Social and Environmental Responsibility to the Future”
Podcast with Ilise Benun, *HOWdesign.com*.

HARD SKILLS

Design thinking, systems thinking, ideation, project management, strategic planning, logistics, communications, marketing, writing, secondary research, qualitative data analysis, relationship management, ability to travel, hiking, comfortable in outdoor locations, valid driver’s license, adaptive work schedule

SOFT SKILLS

Analytical, detail oriented, empathetic, self-motivated, entrepreneurial, adaptive

TOOLS

Microsoft (Word, PowerPoint, Excel), Apple (Pages, Keynote, Numbers), Adobe (Photoshop, Illustrator, InDesign, XD, Bridge, Acrobat), Google Workspace, Calendly, Trello, Basecamp, Evernote, Miro, Zoom, MaxQDA, Zotero