



Jennifer Judge Hensel

I inspire creative teams to do their best work. As an executive communications and marketing officer, I draw on my communications background, technical knowledge and core values to drive innovative change. My passion is empowering diverse groups to collaborate, be creative, deliver powerful results – and have fun doing it. I hope to always inform and inspire the public, contribute to the greater good, and embark on a journey of growth.

STRATEGY & MESSAGING

LEADERSHIP & INSTITUTIONAL MESSAGING

DEFINING AUDIENCES & STAKEHOLDERS

CRAFTING MULTI-PLATFORM CAMPAIGNS

CRISIS & ISSUES MANAGEMENT

LEADERSHIP & TEAMS

HIRING, MANAGING & MENTORING

SETTING VISION & PURPOSE

BUILDING COLLABORATIVE TEAMS

CONCEPT & EXECUTION

DEFINING GOALS & METRICS

PLANNING, MANAGEMENT & PRODUCTION OF COMPLEX, MULTI-PERSONNEL PROJECTS

IDEATION, EXECUTION & EDITING OF DIGITAL, VIDEO & PRINT PRODUCTS:

- BRAND & VOICE
- RESEARCH & DISCOVERY
- DIGITAL MARKETING
- SOCIAL MEDIA
- STORYTELLING
- MEDIA RELATIONS
- VIDEO & PHOTO PRODUCTION
- PRESENTATIONS & SPEECHES
- MOBILE APPS & WEBSITES
- EMAIL MARKETING
- MARKETING MATERIALS
- PRINT PUBLICATIONS

INCLUSIVE LEADERSHIP

MANAGING COMPLEXITY

STRATEGIC COMMUNICATION

EXPERIENCE & BACKGROUND

Executive Director, Communications & Marketing

University of Michigan, Engineering

2012 – Present

Additional positions: Senior Director, 2017-18; Associate Director, 2016-17; Assistant Director, 2015-16; Senior Content Strategist, 2014-15; Web Content Specialist, 2012-13

- Part of Dean's Leadership Cabinet, University's Executive Marketing Council
- Leading a diverse creative team of 24 writers, multimedia producers, marketers, designers and developers
- Setting strategic objectives and goals with measurable KPIs
- Defining and crafting messaging and platforms for the institution and its initiatives
- Planning long-term strategic marketing campaigns by leading projects and collaborations with faculty and staff

Noteworthy Accomplishments

- Positioning of College as a leader in its field, increasing its rankings and peer assessment
- Service on College's Diversity, Equity and Inclusion Implementation Committee as Chief Communicator
- Launch of initiatives and campaigns for recruiting, reputation and resource generation
- Establishing and stewarding the brand and guidelines for the College

Instructor + Freelance Designer

Washtenaw Community College & JJH Graphic Design

2009 – 2012

- Taught and mentored a variety of students, many of whom were beginning second careers
- Designed multiple courses, including website design/coding and print/interactive publication design
- Worked with numerous clients on identity, branding, marketing materials and websites

Presentation Manager + Design Editor

Tucson Citizen Newspaper + EXPLORER Newspapers

2001–2009

Additional position: Print Designer, 2005-8

- Daily editorial decision around mix of news for Front Page and beyond
- Worked with web, editorial and design departments to create and present breaking news stories
- Redesign of print product and website, ideation and design of special sections and magazines

Noteworthy Accomplishments

- Overhaul of newsroom workflow with 60 personnel to on-demand digital delivery
- Crafting of new position to manage on-demand presentation of news

FORMAL EDUCATION

M.S. Communications,

Northwestern University 2019

Magna Cum Laude graduate of Hybrid Leadership Program, studying executive communications and inclusive leadership.

B.F.A. Visual Communications, Graphic Design Emphasis

University of Arizona 2007

Graduated Magna Cum Laude while working full time.

A.S. Media Communications, Print Media/Journalism

Pima Community College 2001

Editor-in-chief of student newspaper, journalism class instructor and student advisor.

PERSONAL PROJECTS

Brown Belt (3rd), Kenpo Karate

2012-NOW

Achieved seventh level in American Kenpo Karate discipline through the course of 8 years of study.

The Sociables Band

2016-NOW

Taught myself to play ukulele as an adult, writing and performing original music with my husband as the band The Sociables at various local establishments.

AWARDS & ACCOMPLISHMENTS

Certifications

- Change it Up: Bystander Intervention Facilitator; In Progress
- Stanford Design Lab IDEO U training on Creative Leadership: From Ideas to Action; 2016

Presentations

- "Rowing in the Same Direction" CASE District V; December 2019
- "One Cool Thing – Every Day" HighEd Web National Presentation; October, 2016
- "Maximize Your Impact: How to Be a Massively Creative Team" CASE District V; December 2015
- "One Cool Thing – Every Day" CASE District V; December 2015
- "Creating a Customizable Storytelling Website" HighEd Web Michigan; May 2014

Awards

- Best Community/Public Service Video – Michigan Regional Emmy 2019 and 2020
- Best PSA or Commercial Spot – Bronze Award – CASE Circle of Excellence 2019
- Best Individual Sub-Website – Gold Award – The Michigan Engineer News Center; CASE Circle of Excellence 2018
- Best Viewbook – Gold Award – "Are You Ready to Make a Difference?"; CASE Pride of District V 2016
- Best Practices in Alumni Relations – Silver Award – Xplore Engineering; CASE Platinum Awards 2016
- Best Mobile App – Silver Award – CASE Circle of Excellence 2015
- Best Unit Level Magazine – Gold Award – The Michigan Engineer; CASE Pride of District V 2015
- Best Event on a Shoestring – Gold Award – "Be a Peecycler" CASE Pride of District V 2015
- Best Mobile App – Gold Award – One Cool Thing; CASE Pride of District V 2015
- Designer of the Year – Tucson Citizen 2006, 2005
- Identity Design – Gold Award – University of Arizona Viscom Awards 2006
- Page Layout – First Place – Arizona Press Club Awards 2006
- Advertising Supplement – First Place – Arizona Newspaper Association 2005
- Feature Layout – First Place – Arizona Press Club Awards 2003
- Special Section – First Place – Arizona Press Club Awards 2003

COMMUNITY & VOLUNTEERING LEADERSHIP

Saline Arts & Culture Committee

2019 – Present

- Vice Chair of City of Saline government committee
- Update and maintain communications platforms; participate in planning and direction

Saline Stronger Together & Saline Supports

2016 – 2020

- Co-founder of local activist groups with approximately 200 members
- Worked with local, state and national government officials and candidates; organized events and meetings; grew communications platforms to more than 1K subscribers

Destination Imagination

2015 – 2017

- Team leader for Rising Stars division in Saline School District of Global STEM competition
- Responsible for instilling principles of collaboration, creativity and autonomy in young minds

Washtenaw Elves

2009 – 2014

- Leader of volunteer organization which collected new and gently-used gifts for children in need and distributed them during the holiday season. Helped more than 100 families (approximately 300 children) each year
- Responsible for coordination of organizational and communication efforts; securing volunteer commitment and balancing resources; building and maintenance of online tools and platforms