



# Jennifer Judge Hensel

As an executive marketing communications officer, I draw on my background, technical knowledge and core values to drive innovative strategies. 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

RELATIONSHIP & AUDIENCE MANAGEMENT

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 MULTIPLE PRODUCTS:

- BRAND & VOICE
- STORYTELLING
- MEDIA RELATIONS
- DIGITAL MARKETING
- SOCIAL MEDIA
- VIDEO & PHOTO PRODUCTION
- PRESENTATIONS & SPEECHES
- MOBILE APPS & WEBSITES
- EMAIL MARKETING
- MARKETING MATERIALS
- PRINT PUBLICATIONS
- IN-PERSON & REMOTE EVENTS

**INCLUSIVE LEADERSHIP**

**STRATEGIC MARKETING COMMUNICATIONS**

**MANAGING COMPLEXITY**

## 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*

- Member of Leadership Cabinet, Executive Marketing Council
- Leading a diverse creative team of 24 writers, producers, marketers, designers, developers and analysts
- Setting strategic objectives and goals with measurable KPIs
- Defining and crafting messaging and platforms for the institution and its initiatives
- Planning long-term strategic 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 share of voice
- Launch of initiatives and campaigns that increased recruiting, reputation and resource generation
- Evaluating, establishing and stewarding the College's brand voice and standards
- Designing and promoting innovation events and materials that increased engagement

### 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
- Ran a successful freelance business during the height of the recession

### 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

*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; 2020*
- *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*
- *"Creating a Customizable Storytelling Website" HighEd Web Michigan; May 2014*

### Select Awards

- *Staff Excellence Award – University of Michigan College of Engineering 2021*
- *Communications | Advocacy/Issue Campaigns – Grand Gold Award – CASE Circle of Excellence 2021*
- *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 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*

## COMMUNITY & VOLUNTEERING LEADERSHIP

### Art Around Saline

2019 – Present

- *Co-Chair of annual public art competition*
- *Manage personnel, budget, logistics and promotions for all-volunteer group*

### Saline Arts & Culture Committee

2019 – 2021

- *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*