

Jennifer Judge Hensel *(she/her)*

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www.jenniferjudgehensel.com

As an executive communications and marketing leader at the University of Michigan, I draw on my communications background, technical knowledge and core values to drive innovative change.

My background is rooted in the science of communications and practiced in the realms of higher education, brand, strategy, marketing, digital and design. 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.

WHO I AM

AN INCLUSIVE,
TRANSPARENT LEADER

A CREATIVE WITH
EQUITY-CENTERED VALUES

MANAGE LARGE-SCALE
COMPLEXITY

COMMUNICATE WITH
A STRATEGIC MINDSET

STRATEGY & MESSAGING

Leadership, Brand & Voice

Engaging Constituents & Stakeholders

Crafting Integrated Campaigns

Managing Crisis & Issues

Data-Informed Decisions

LEADERSHIP & TEAMS

Setting Vision & Purpose

Building Collaborative Teams

Defining Shared Goals & Metrics

Hiring, Managing & Mentoring

Tracking Budget & Performance

CONCEPT & EXECUTION

Public Engagement & Media Relations

Digital Products, Mobile Apps & Websites

Presentations & Speeches

Print & Digital Publications

Video & Photo Production

EDUCATION

Master of Science, Communications

Hybrid Leadership Program

Completed executive-level degree studying communications, social justice and inclusive leadership.

Northwestern University; 2019

Bachelor of Fine Arts, Visual Communications

Graphic Design Emphasis

Graduated Magna Cum Laude while working full time, completed identity design internship and independent study in letterpress.

University of Arizona; 2007

Associate of Science, Print Media

Journalism Focus

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

Pima Community College; 2001

WORK EXPERIENCE

Executive Director, University of Michigan

Communications & Marketing, Michigan Engineering

Ann Arbor, MI; 2017 – Present

- Serve as counselor to Dean Alec D. Gallimore and other College leaders as member of the Senior Leadership Cabinet
- Oversee and manage one of the largest College-level communications and marketing teams at the University of Michigan
- Provide leadership for 70 communications and marketing professionals in a distributed environment of 20 departments and units
- Manage a \$3.5 million budget with mix of organic and paid tactics, forward-looking strategic objectives and measurable KPIs
- Develop and steward a global brand focused on authenticity, reputation and global impact
- Define and craft key messaging and strategy for the College's highest priorities and key initiatives
- Plan and execute long-term, integrated strategies, incorporating marketing, public relations, digital platforms and storytelling
- Build and maintain respectful, transparent collaborations with leadership, faculty and staff
- Manage crisis and issues management efforts to maintain trust, reputation and brand health

Noteworthy Accomplishments

- Launched "People-First Engineering" brand and reputation strategy, rooted in research and change management practices
- Articulated equity-centered engineering and DEI strategic communications plan, earning a Grand Gold Award from CASE
- Built full-circle marketing and communications shop, moving team from startup mode to long-term excellence
- Established a community of embedded communicators to increase collaboration, communication, alignment and efficiency
- Executed initiatives and campaigns for institutional goals around research, recruiting, reputation and resource-generation
- Fostered innovation towards cutting-edge technology adoption, including a new Design System in Wordpress' Gutenberg

Associate Director, Assistant Director; University of Michigan

Communications & Marketing, Michigan Engineering

Ann Arbor, MI; 2015 – 2017

- Oversee workflows and operations of 24-person team to ensure collaboration and efficiency
- Execute long-term marketing communications campaigns around recruiting and resource-generation
- Directly manage and build capacity in web development and graphic design functions

Noteworthy Accomplishments

- Ideated and led development and marketing of "One Cool Thing" mobile app, earning a Gold Award from CASE
- Launched new content management system for engineering web properties, transitioning from Plone to Wordpress
- Increased team culture, project management and workflow integrations to maximize impact
- Defined College visual brand and increased consistency through templates and tools

Web Specialist & Content Strategist, University of Michigan

Communications & Marketing, Michigan Engineering

Ann Arbor, MI; 2012 – 2015

- Develop innovative digital marketing content, including websites, email and social media
- Ideate and collaborate on the creation of storytelling and video for external audiences
- Oversee recruiting and resource-generation marketing campaigns

Noteworthy Accomplishments

- Led marketing and communications efforts for "Victors for Michigan" capital campaign in engineering
- Developed "Congrats" matriculation campaign for admitted students, including exclusive website and email campaign

WORK EXPERIENCE, CONT.

Instructor, Washtenaw Community College

Adjunct Professor, Digital Media Arts Department

Ypsilanti, MI; 2009 – 2012

- Teach multiple classes per semester, including Intro to Web Design and Print/Interactive Publication Design
- Mentor a variety of students, ranging from high schoolers to adults beginning second careers

Noteworthy Accomplishments

- Designed Intro to Web Design course and curriculum
- Developed fresh curriculum for multiple courses, including print/interactive publication design
- Helped connect students with employment opportunities, including hiring them in future roles

Owner, JJH Graphic Design

Brand, Identity & Graphic/Web Design Company

Saline, MI; 2009 – 2014

- Manage multiple clients, including small business owners in the Ann Arbor area
- Develop branding, logo and identity packages, marketing materials and websites

Noteworthy Accomplishments

- Built and ran own business while working as a new, stay-at-home mom
- Developed personal and professional network in Ann Arbor area after moving to Michigan from Arizona

Presentation Manager, Tucson Citizen Newspaper

Gannett Newspapers, Inc.

Tucson, AZ; 2005–2009

- Daily editorial decision-making around mix of news for Front Page and beyond
- Work with editorial, web, copy editors and design departments to create and present breaking news, features and local stories
- Ideate and design special sections, products and magazines

Noteworthy Accomplishments

- Crafted new leadership position to manage multi-platform, on-demand presentation of news
- Led overhaul of newsroom workflow with 60 personnel to on-demand digital delivery, including training and onboarding
- Lead designer on complete print product redesign, creating style guides and libraries for multiple designers
- Key player in development of new Content Management System, integrating with both print and web platforms

Design Editor, EXPLORER Newspapers

Independent, locally-owned business

Tucson, AZ; 2001–2005

- Weekly design of local newspaper from front-to-back
- Annual design of glossy visitors magazine, including paid advertisements

Noteworthy Accomplishments

- Developed special sections for 9/11 coverage and expose on corruption in local police force
- Maintained full-time job while attending classes and working as editor-in-chief of student newspaper

UNIVERSITY SERVICE

University Email Marketing Advisory Group

2021 – Present

- o Serve as academic unit representative on enterprise-level email marketing project led by OVPR, OUD and ITS

Future Campus Committee

2021 – Present

- o Member of leadership committee considering future of working and teaching in College of Engineering

XMC, M-19 and Key Issues

2017 – Present

- o Member of University-run Executive Marketing Council, M-19 Marketing Council and Key Issues groups

Dean's Cabinet

2017 – Present

- o Serve as senior member in engineering leadership team composed of Associate Deans and staff Directors

DEI Implementation Committee

2017-2021

- o Communications lead for College of Engineering's Diversity, Equity and Inclusion implementation team

Emergency Planning and Response Team

2015 – Present

- o Communications lead for College of Engineering's emergency/crisis committee, coordinating efforts across campus

VOLUNTEERING & COMMUNITY SERVICE

CASE Circle of Excellence Judge

2021 – Present

- o Volunteer judge for national awards for professionals in higher education

Art Around Saline

2019 – Present

- o Co-Chair of annual Washtenaw County public art project celebrating local artists
- o Manage budget, publicity, logistics, outreach, installation and volunteers

Saline Arts & Culture Committee

2019 – 2021

- o Vice Chair of City of Saline government committee promoting arts and culture in the community
- o Update and maintain communications platforms; participate in planning and direction

Saline Stronger Together & Saline Supports

2016 – 2020

- o Co-founder of community advocacy groups with emphasis on creating inclusive and welcoming environments within City of Saline
- o Worked with local, state and national government officials and candidates, local schools and businesses
- o Organized approximately 200 combined members, events, and priorities; grew communications platforms to more than 1K subscribers

Destination Imagination

2015 – 2017

- o Team leader for global STEAM organization: Rising Stars division in Saline School District
- o Responsible for instilling principles of collaboration, creativity and innovation in young minds

Washtenaw Elves

2009 – 2014

- o Leader of grassroots organization which collected new and gently-used gifts for children in need during the holiday season
- o Helped more than 100 families (approximately 300 children) each year
- o Balanced volunteers and resources, matching families with appropriate gifts and ensuring on-time delivery
- o Built and maintained online tools and platforms, communications and outreach efforts

AWARDS

- 2021:** Staff Excellence Award, Michigan Engineering
- 2021:** Grand Gold Award, CASE Circle of Excellence; Communications Advocacy/Issue Campaigns - DEI Culture Shift
- 2021:** Silver Award, CASE Circle of Excellence; Podcasts - Blue Sky Podcast: Global problems, innovative solutions
- 2021:** Bronze Award, CASE Circle of Excellence; Videos on a Shoestring - College Affordability: Coming to the University of Michigan
- 2020:** Michigan Regional Emmy, Best Community/Public Service Video - Immersed: Practice Your Purpose
- 2019:** Michigan Regional Emmy, Best Community/Public Service Video - Pursue Bold Ideas
- 2019:** Bronze Award, CASE Circle of Excellence: Best PSA or Commercial Spot - The Perfect Match
- 2018:** Gold Award, CASE Circle of Excellence: Best Individual Sub-Website - The Michigan Engineer News Center
- 2016:** Gold Award, CASE Pride of District V 2016: Best Viewbook - Are You Ready to Make a Difference?
- 2015:** Silver Award, CASE Circle of Excellence: Best Mobile App - One Cool Thing
- 2015:** Gold Award, CASE Pride of District V: Best Event on a Shoestring - Be a Peecycler
- 2006 & 2005:** Designer of the Year, Tucson Citizen Newspaper

MEMBERSHIPS

- o Association of American Universities
- o American Association of Colleges and Universities
- o American Marketing Association
- o American Association for the Advancement of Science

CONFERENCE PRESENTATIONS

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

CERTIFICATIONS & TRAINING

- 2022:** Positive Leadership Training; University of Michigan
- 2020:** Change it Up: Bystander Intervention Facilitator; University of Michigan
- 2020:** Foundations of Leadership; University of Michigan
- 2019:** Great to Best Leadership; University of Michigan
- 2016:** Creative Leadership: From Ideas to Action; Stanford Design Lab IDEO U

WORK HIGHLIGHTS

People-First Engineering

Articulating an engineering brand based on equity and excellence, and leveraging the strengths of the University of Michigan.
jenniferjudgehensel.com/2022/09/06/people-first-engineering

A DEI Culture Shift

Communicating the importance of DEI in the field of engineering - and why it should matter to all of us.
jenniferjudgehensel.com/2020/12/13/culture-shift

Forty-Two Design System

Embracing the philosophy of cutting-edge technology to launch a robust design system and multi-site platform.
jenniferjudgehensel.com/2022/04/01/design-system

Graduate Recruiting

Increasing and diversifying the prospective graduate student recruitment funnel through digital marketing strategies.
jenniferjudgehensel.com/2021/02/16/graduate-recruiting