

JESSICA RHINEHART

COMMUNICATIONS
MANAGER

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WORK EXPERIENCE

2020 - PRESENT

UNIVERSITY OF ALABAMA AT BIRMINGHAM | MINORITY HEALTH & HEALTH EQUITY RESEARCH CENTER COMMUNICATIONS MANAGER

- Creates and implements integrated communications strategies that align with institutional values
- Supervises, trains, and provides feedback to a team of specialists ensuring all communications materials and touch points serve the center's overall strategy
- Sets best practices and supports a range of internal and external communications needs
- Works with leadership to develop remarks, announcements, and presentations, as well as to highlight key strategic areas through content campaigns and timelines
- Manages multiple stakeholders and priorities across programs and leadership
- Provides solutions using existing and new technologies that address project requirements and gaps
- Defines positioning, identifies target audiences, and sets project timelines
- Produces written and designed content for press releases, websites, annual reports, magazines, flyers, and other marketing materials
- Builds and maintains websites using WordPress and Joomla
- Analyzes and reports on campaign performance using data insights—adjusts in real-time as needed
- Develops engaging email campaigns with targeted calls to action, winning Heersink School of Medicine Awards' Best of Marketing Cloud in 2023
- Operates independently with minimal oversight and promotes adherence to style guidelines
- Awarded Heersink School of Medicine 2023 Communicator of the Year based on performance

2018 - 2020

DIGITAL MARKETING SERVICES, INC. (DMS COLOR) MARKETING MANAGER

- Provided analysis and recommendations using KPIs from social platforms and web tools
- Developed the marketing communications strategy
- Fully executed campaigns through paid, earned, and owned channels
- Managed creative projects and content development from concept to completion
- Transformed marketing objectives and strategies into actionable items
- Created and managed email campaigns (one-off, newsletters, and drip campaigns)
- Worked in coordination with sales to ensure alignment and maximize lead generation
- Continuously developed test-and-learn strategies for new opportunities
- Monitored current programs and initiatives to assess their value
- Analyzed social content in real-time and provided recommendations for optimization

2016 - 2018

EBSCO INDUSTRIES JR. MARKETING SPECIALIST

- Collaborated on company-wide communication and social media strategies
- Created and scheduled social media content; tracked analytics
- Managed and developed the internal monthly newsletter
- Led the creation of websites, brochures, and other marketing materials
- Planned and implemented marketing initiatives through appropriate channels
- Edited Voice of the Customer surveys and analyzed results to develop key findings
- Facilitated team participation in volunteer activities

MARKETING COORDINATOR

- Assisted in monitoring online marketing efforts for PPC campaigns and SEO projects
- Proactively communicated with clients to address their needs
- Monitored project timelines and managed workflow through the project management system
- Collaborated with the creative team to develop and test direct mail campaigns
- Managed status reports, maintained clean file management, and documented action items

2014-2015

UNIVERSITY OF ALABAMA | CAPSTONE AGENCY

ASSISTANT ACCOUNT EXECUTIVE

Client: Higher Education Partnership of Alabama

- Communicated with university contacts across 17 schools in Alabama
- Developed a social media plan to engage with followers leading up to Higher Education Day
- Assisted with the development and redesign of HEP's website
- Collected and wrote articles on community service initiatives throughout the state

Client Pitch: NASCAR

- Developed and conducted research surveys to gather valuable insights into our target market
- Coordinated between client and agency departments to ensure the client received the best results
- Worked with a team of 7 people to create an innovative public relations pitch for NASCAR
- Created a \$100,000 budget for the anticipated NASCAR campaign

2014

BASHFUL

ADVERTISING ACCOUNT INTERN

- Provided production assistance for an advertising campaign
- Attended client meetings for product selection
- Developed creative briefs and collaborated with the creative team on design tasks
- Supported model/talent selection
- Assisted with timeline creation and social media content planning
- Introduced to finance, including estimate and PO creation
- Assisted in sourcing new suppliers and printers
- Researched competitor reviews

2007 - 2014

MID-AMERICAN INSURANCE BROKERAGE, INC.

MARKETING ASSISTANT

- Developed designs for the "Drip Postcard" marketing campaign
- Provided support for social media efforts
- Assisted in the creation of signage, circulars, mock-ups, email campaigns, online promotion, etc.
- Input raw data into proprietary database
- Prepared mass mailings
- Used communication skills to answer questions and share product information via telephone
- Consulted on marketing campaigns, including messaging, audience selection, and logistics
- Assembled marketing materials for distribution

EDUCATION

2024

UNIVERSITY OF ALABAMA AT BIRMINGHAM

Masters of Business Administration (MBA)
Specialization: Marketing

2015

UNIVERSITY OF ALABAMA

Bachelor of Science (B.S.)
Majors: Marketing and Management

Bachelor of Arts (B.A.)
Major: Advertising