

Jennifer Batchelor

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Work Experience

Coffee + Crumbs

Writer & Content Director (August 2016 – present)

- Write monthly essay and additional freewrites/other content as needed.
- Manage and schedule all blog content, including essays and photos.
- Serve as point of contact and managing editor for guest essays.
- Design and curate monthly newsletter to 6,500 subscribers.
- Design and curate gift guides and other digital gifts.
- Workshop leader.
- Manage content (show notes, descriptions, email) for weekly podcast.

Community Care Fellowship

Marketing & Development Officer (February 2015 – May 2019)

- Manage website and social media presence.
- Design all electronic/printed communications.
- Work with executive staff on planning fundraising activities and donor development.
- Grantwriting

Freelance Writer/Communications Consultant (September 2014 – present)

- Work with non-profit, business and individual clients to build marketing plans, write website and promotional copy, develop e-communications pieces and launch database platforms.
- Design and manage websites using Squarespace and Wordpress platforms.
- Setup recurring customer/reader emails with MailChimp.
- Contract editorial and copywriting.

Tennessee Society of Certified Public Accountants

Communications Manager (May 2007 – September 2014)

- Served as managing editor of the Tennessee CPA Journal, the organization's flagship technical publication. Organized content, worked with authors, wrote copy and collaborated on layout.
- Managed website, writing and updating content and working with external developers as needed and preparing website analytics reports for upper management.
- Collaborated to manage the social media presence for organization, including Twitter, LinkedIn and Facebook.
- Managed layout and content of monthly e-newsletter and other e-communications. Analyzed and prepared reports on open/click-through rates.
- Crafted presentations, speeches and columns for association leadership.
- Assisted in fundraising efforts for scholarship program, building fund and organization's PAC, including production of collateral materials and communications with donors.

Public Relations Coordinator (June 2005 – April 2007)

- Supported media outreach and public relations activities.
- Managed accounting careers program, including outreach at high school and college levels. Involved working with educators and administrative personnel, as well as directly with students.
- Collaborated on printed and e-communication pieces.

Computer and Technical Skills

- Excellent research, writing, and editing skills; AP style expertise.
- Comfortable with both PC and Mac operating systems.
- Proficient in Microsoft Office Suite, Google Suite, Adobe Photoshop, Adobe InDesign, and Adobe Acrobat.
- Experience developing web content in Wordpress, Squarespace, and other WYSIWYG editors. HTML knowledge.
- Experience managing mailing lists, designing and sending marketing emails with both MailChimp and Emma email services.

Education

Magna Cum Laude, B.S. in Communications from The University of Tennessee, 2005
Major: Journalism