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SUMMARY

Strategy development and execution of high-level on- and off-line communications. Extensive experience working with decentralized teams of field practitioners and clients. Strengths include creative thinking, compelling writing ability, keen technical sense and strong aptitude for design and composition. Proven ability to communicate effectively and work in a fast-paced and fluid environment, provide strategic direction and manage multiple projects.

PROFESSIONAL EXPERIENCE

October 2014–Present

Good, Unlimited.

Principal and Strategist

1997–2014

Independent Communications Consultant

Independently and partnering with other, values-driven organizations and businesses harness the power of strategic branding, communications, and design solutions. Work with clients to identify and understand their audiences, solidify communications goals, and develop and execute on strategies to meet those goals. Clients include:

- Defined positioning and messaging alongside website development for *the Jane Goodall Institute*. Since 2015, we have worked together to strengthen their brand and implement it consistently across communications. In addition to the redesign and development of their suite of websites, deliverables include annual reports, videos, and other collateral.
- With the aim of increasing enrollment and making a bigger impact, established a strong and differentiating brand and message platform for *Barrie*, a progressive independent school and learning community. An audit revealed issues with brand architecture and an opportunity to develop an authentic brand that engages audiences, encourages internal alignment, and delivers a consistent experience at every touchpoint. Deliverables include brand platform, message platform, ongoing brand implementation, and communications consulting.
- Designed and built a website that reflects the enthusiasm and care that *Rainbow Therapeutic Riding Center* puts into its work. A competitor review and stakeholder interviews revealed what was most needed from their web presence. Working with a professional photographer, we created a design a clean, organized, and useful site that drives engagement and donations, improves internal communications, and better represents the organization as a whole.

A list of other clients available on goodunltd.com.

EDUCATION

M.A. — Bretton Hall College University of Leeds

West Yorkshire, U.K.,
Creative Writing (1997)

B.A. — Virginia Tech

Blacksburg, VA,
English (1995)

B.S. — Virginia Tech

Blacksburg, VA,
Interior Design (1995)

CORE SKILLS

Brand development and implementation

Communications strategy

Digital strategy and communications

Communications process development

PROFICIENCIES

CMS: Squarespace, Wordpress

Marketing Platforms:
Mailchimp, Constant Contact

Suites: Adobe, Microsoft,
Google

References Available Upon Request.

PROFESSIONAL EXPERIENCE

2010–2014

TechnoServe

Washington, D.C.

*Director of Marketing
and Communications*

Responsible for all aspects of TechnoServe's brand, marketing, and communications. Set integrated offline and digital strategy, and determine communications tools to enhance awareness of TechnoServe's programs and increase financial support for the organization and its mission. Advised CEO, executive team, and other senior managers on key communications opportunities and challenges, including crisis communications, reputation and brand management, and public relations. Specific accomplishments include:

- Led 18-month process to refresh the brand of the nearly 45-year old organization: socialized the branding process and results internally to a staff of 1,000 in almost 30 countries, and externally to a network of 50+ partners.
- Led the restructure and redesign of the organizational website to optimize for the new brand and fundraising. Integrated online fundraising with direct mail.
- Led and developed partnership communications committees with major public and private partners, including: Coca-Cola, Cargill, DSM, Edun, General Mills, IDB, USAID.
- Developed a framework for communications knowledge management using Google Drive, Google sites, and digital asset management. Created a global network of communications contacts in 30+ countries and multiple supporting programs and departments.
- Created and managed \$500k+ annual department budget. Supervised marketing and communications team.

2009–2010

**Counterpart
International**

Arlington, VA

*Director of
Communications*

Oversaw all aspects of Counterpart's communications and marketing. Created a strategic communications plan that further enhanced Counterpart's image, increase outreach to new audiences, and strengthen established relationships, while also meeting day-to-day needs of staff in more than 30 countries. Noted accomplishments:

- Led organizational rebranding. Vetted and hired branding consultants. Acted as liaison to Executive Team and Board of Directors. Recruit external branding advisory committee. Launched internally to a staff of 1,000 in nearly 30 countries.
- Trained staff (HQ and Overseas) on brand standards, outreach methods, branding, taking photos, writing, editing, and public speaking as requested or needed.
- Managed contract and production budget of \$250K. Managed communications team and interns.

2005–2009

**Rails-to-Trails
Conservancy**

Washington, D.C.

*Director of Online
Communications*

Managed and directed all aspects of online communications for Rails-to-Trails Conservancy. Led efforts to create and implement an online strategy that enhanced mission awareness and revenue. Noted accomplishments:

- Led restructure and redesign of two organizational websites. Integrated content management software, constituent management, e-mail marketing, fundraising, and e-commerce software into the redesigned sites.
- Increased revenue by more than \$200K in two years through streamlined online donation flows.
- Increased e-mail house file from 500 to nearly 200,000 in four years.
- Developed and negotiated online relationships with like-minded partners to build website traffic and search engine placement.

1998–2005

The Nature Conservancy

Arlington, VA

Marketing Manager

Managed all aspects of the Asia Pacific regional and then the Mesoamerica and Caribbean regional marketing programs. Worked closely with development staff to create donor-focused communications materials. Led efforts to create and implement internal and external marketing strategy and messaging.