

# JENN HARMON

Portfolio Website:  
[jennharmon.com](http://jennharmon.com)

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## EDUCATION

B.A. Communications,  
Summa Cum Laude

Loyola University Maryland

## SKILLS

### Communications

Social Media Content  
Email Marketing  
Content Strategy  
Copywriting & Editing  
Event Planning & Promotion  
Vendor Outsourcing

### Creative & Design Tools

Adobe Creative Suite  
Canva  
Photography  
Videography  
WordPress

### Digital Marketing & Analytics

Google Analytics  
Meta Business Suite  
Loomly  
Sprout Social  
Hootsuite  
Constant Contact

## PROFESSIONAL SUMMARY

Creative marketing and communications professional with experience in healthcare, education, and the private sector. Background includes brand storytelling, digital content, and multi-channel campaign strategy. Skilled at translating ideas into engaging campaigns through social media, video, editorial content, and visual communications. Experienced collaborating across departments to strengthen brand identity, connect with audiences, and bring complex projects to life.

## PROFESSIONAL EXPERIENCE

### Marketing & Communications Coordinator | Loyola Blakefield (2025-Present)

- Partner with Athletics, Admissions, Advancement, and Academic departments to execute strategic multi-channel marketing campaigns supporting enrollment, fundraising, and community engagement initiatives
- Develop campaign materials across social media, email marketing, event signage, invitations, print collateral, photography, and video content for institutional events and admissions initiatives
- Manage communications for multiple departmental "sub-brands," adapting messaging and visual storytelling to distinct audiences while maintaining overall brand consistency
- Contribute to school-wide storytelling through social media strategy, editorial content, photography, video production, and the school's twice-annual magazine
- Write and edit copy for newsletters, web content, donor communications, event promotions, and marketing campaigns
- Collaborate with administrators, faculty, coaches, and external vendors to coordinate communications projects and maintain cohesive messaging across platforms
- Maintain website content using CMS platforms while supporting accessibility, user engagement, and brand alignment
- Contributed to three award-winning video production projects recognized for scriptwriting, storyboarding, and creative execution
- Manage multiple concurrent projects and deadlines in a fast-paced, highly collaborative environment

### Digital Marketing Specialist | LifeBridge Health (2020-2021)

- Managed content updates and functionality improvements across internal and external web platforms to enhance user experience and accessibility
- Analyzed website traffic, campaign performance, and social media metrics using Google Analytics and reporting tools to inform marketing strategy
- Developed digital content including graphics, videos, and social campaigns to increase audience engagement and strengthen brand positioning
- Collaborated with cross-functional teams to execute digital marketing initiatives and maintain consistent organizational messaging
- Conducted market research and competitor analysis to identify emerging trends and optimize digital communications strategies
- Facilitated employee CMS trainings and provided technical support for website content management processes
- Supported healthcare communications campaigns during COVID-19 through educational and community-focused digital content

## PROFESSIONAL EXPERIENCE CONTINUED

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### **Brand Marketing Strategist | Halt, Buzas & Powell, LTD (2016-2017)**

- Supported development and execution of strategic marketing and business development initiatives for a law firm environment
- Managed marketing and business development budgets totaling approximately \$1.5 million
- Wrote and edited press releases, proposals, newsletters, blogs, and other public relations materials
- Designed graphics, infographics, and marketing collateral for digital and print campaigns
- Maintained and updated website content and design using WordPress
- Coordinated community outreach initiatives, nonprofit symposiums, speaking engagements, and client events
- Assisted with brand positioning efforts and audience engagement strategies across multiple communication channels

### **Strategic Marketing Intern (Full-Time) | CareFirst BlueCross BlueShield (2014-2016)**

- Supported development and execution of strategic marketing and business development initiatives for a law firm environment
- Managed marketing and business development budgets totaling approximately \$1.5 million
- Wrote and edited press releases, proposals, newsletters, blogs, and other public relations materials
- Designed graphics, infographics, and marketing collateral for digital and print campaigns
- Maintained and updated website content and design using WordPress
- Coordinated community outreach initiatives, nonprofit symposiums, speaking engagements, and client events
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## ADDITIONAL PROFESSIONAL EXPERIENCE

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### **Teacher | Bryn Mawr, CCPS, Gilman, Glenelg Country School (2017-2020; 2021-2025)**

- Communicated and built relationships with students, families, faculty, administrators, and support staff to support academic and school community goals
- Created and delivered engaging lessons, presentations, and instructional materials tailored to diverse learning needs and audiences
- Collaborated with colleagues across departments to plan and coordinate events, meetings, and school-wide initiatives
- Used student data, assessments, and progress monitoring to inform instruction, interventions, and individualized support strategies
- Managed multiple priorities, deadlines, and responsibilities in a fast-paced classroom environment requiring strong organization, flexibility, and problem-solving