

Jennifer Ku-Daw Bagwell
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Professional Summary

Entrepreneurial and driven, I consistently apply my passion and skills in marketing, mixed media, business management, social media, and community outreach, to give the best at my job. I enjoy building a strong marketing foundation and platform in each campaign. I use critical thinking, applied leadership and teamwork, with out of the box brainstorming. I have always had a passion to mix business savvy and human dynamics into what I do when forming a marketing campaign. I can provide content that stands on its own with every project I take on. I excel at building communication channels between businesses and my team to ensure effective cross-promotion of varied interests. I excel at long-term planning and completing projects under tight schedules, while staying within defined budgets.

I am attending the Savvy Coders Web Development Boot Camp to marry my current profession with coding.

Technical Skills

JavaScript, HTML, CSS, Trello, Agile, MS Office, Google Docs, Onedrive, Dropbox, Graphics: Canva, Hitfilms, Photoshop, Animaker, PowerPoint, Wordpress, Site Data, HTML, Mailchimp, Constant Contact, Hootsuite, keyword and inbound marketing strategies

Capstone Project

My capstone project consists of a Single Page Application website that will serve as a coding bio hub link for my new coding profile. I had other, grander, ideas, but after week 5 decided to scale the site back due to time constraints. I know because of the great program being offered by Savvy Coders, I can always go back and attend future classes, and this will build on my coding knowledge and allow me to design new websites.

Work Experience

Director of Digital Marketing and Media
Optimist International 2019 to Present

- Responsible for content marketing, campaign development and project management, and brand development and awareness.
- Effective marketing and campaign to attract new leads, membership, and international awareness.
- Global marketing organizational strategy to over 2,300 international clubs and memberships.
- Delivers ROI and analytical reports to the Board of Directors.
- Maintains external and internal web content and social media avenues to build product awareness.
- Email management and campaign director.
- Social media director over key platforms and ad strategies.

Community Outreach, Social Media & Development
Owner, Explanation Point LLC, 2010 to Present
<https://explanationpt.com/contract-projects>

- Built relationships through outreach and engagement with community leaders and business owners.
- Promoted and assisted with local, nonprofit fundraising events such as Florissant Old Town,

Partners' Wednesday Night Out, Historic Florissant Inc.'s Coffee Talk, Missouri Main Street's This Place Matters, and Knights of Columbus' Food Truck Knights, by creating visual media materials for community awareness and engagement through social media channels.

- Recruit members and volunteers for Florissant Old Town Partners, Greater North County Chamber of Commerce, Hazelwood school District, T.E.A.M Food Pantry, and other organizations through online channels and personal outreach.
- Under contract with City of Florissant, built out social media presence, grew social media engagement by over 1000% within an 8-month timeframe, and conducted outreach to local businesses and nonprofits to cross promote events.

Virtual World Marketing and Development

Owner, Gamerzfix. 2006 to Present

- Managed and built long-term passive revenue through virtual land development and sales, virtual world storefront development, and virtual item sales.
- Managed a staff of 23 remote, international contractors to meet growth objectives.
- Trained and mentored staff, while simultaneously managing day-to-day business operations.

Education

Savvy Coders Web Development Boot Camp – 2020

Agile Certification – 2020

Hawaii Pacific University

Bachelor of Science in Nursing

September 2002 to 2006

University of Hawaii Manoa Associates Liberal Arts

E.M.T. Certification

HubSpot Academy – Advanced Social Media Strategy training and certification