



JEN PHAN

Jenny Phan

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EXPERIENCE

2021-01 TO
PRESENT

Marketing & Communications Specialist | Dry Creek Vineyard

- rebrand and launch new website and ecommerce platform
- implement ongoing digital content, marketing and sales campaigns
- manage multiple social media accounts and partnerships
- photograph and film products and events

2015 TO 2020

Content Creator | Self-Employed

- copywriting, design and brand identity for culinary and nonprofit clients
- maintain correspondence with vendors, sales partners and press
- develop community projects, including popup dinners and chef collaborations

2019-06 TO
2020-08

Senior Account Executive | Wilks Communications Group

- led integrated marketing campaigns and content strategy and development for major vanilla brand
- developed and launched a sales microsite with resources for loyal customers
- coordinated national food trade shows and art-directed branded photoshoots

2016-08 TO
2019-06

Director of Development | PEER Services, Inc.

- restructured donor and grant management systems for optimization
- doubled donations and referrals within a year through strategic marketing
- fronted novel community collaborations to support recovery efforts

2015-07 TO
2016-08

Assistant Director of Marketing | Northwestern Dining

- built and implemented a new minimalist brand identity for onsite café
- redesigned a modern and culinary arts-focused catering brand, growing sales for seasonal items over three times compared to prior year
- spearheaded branded photography projects and social media campaigns
- managed a team of 20 interns for event planning and operations

EDUCATION

Bachelor of Arts

- Northwestern University, 2011 to 2015
- Psychology | Cognition, Legal Studies
 - GPA 3.9 / 4.0

Professional Certificates

- Google UX Design, 2021
- Northwestern Nonprofit Marketing, 2018

Coursework | Activities

- Design of Learning Environments, NU
- Consumer Psychology, NU
- Psychology of Persuasion, NU
- Psychology of Visual Communication, NU
- Co-Founder of Cookology, NU
- Member of Phi Beta Kappa
- Planning Team for Design for America
- Co-Founder of Tandem Culinary and Second Staff pop-up restaurants + events

SKILLS

- Adobe Creative Suite
- Microsoft Office | Office 360
- Mailchimp | Constant Contact
- Wordpress | Squarespace | Wix
- Facebook | Twitter | Instagram | LinkedIn
- Monday.com | Trello | Asana
- Google Analytics | Google Ads
- IBM SPSS | Qualtrics
- Tableau | Prezi

LANGUAGES

- Fluent | English, Cantonese, Mandarin
- Moderate | Japanese, Russian, Vietnamese

