

Jennifer Harrison, APR



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Address upon request

Summary

- 20 years of experience in public relations, public education and marketing
- Specialize in public relations for the education industry including product placement, feature news coverage and image enhancement
- Specialize in public education and issue management concerning water/wastewater projects and other public works issues and programs
- Skilled at message design and developing programs to enhance visibility and modify public perceptions
- Adept at networking and creating goodwill with media gatekeepers, stakeholder groups and the general public
- Long-standing relationship with editors and writers of most education trade journals and have extensive experience in working with newspapers in local and regional markets

Career History

Public Relations Consultant

May 2001-present

Manage public relations and public outreach/education campaigns for companies and government agencies with many successes in placing stories in trade publications, on television news, in newspapers and on social networking sites. Adept at using multiple outreach tactics including social media, wire services, story pitches, advertising, advertorial, web visibility, direct mail, networking, news releases, features and video/radio news releases. Skilled in all areas of public relations including writing, social networking, maximizing reach, creative planning, media relations, brand management, creative design, public meeting facilitation and more. Visit www.jharrisonpr.com for samples and additional information.

Clients have included: Brainchild, the City of Auburn; Curriculum Advantage The College Board, Donner Summit Public Utilities District, ECO:LOGIC Engineering, Holt McDougal, Horizon Charter School, Learning Through Sports, International Learning Corporation, Scantron Corporation, the City of Rio Vista, Nevada County Sanitation District No. 1, School Town, Voyager Expanded Learning and more.

Product Marketing Manager

PowerSchool, a Division of Apple Computer, May 2001 – December 2001

Developed marketing and public relations campaigns for PowerSchool as an Apple product and addressed a critical perception issue: present PowerSchool as cross-platform (Apple vs. PC).

- Managed media inquiries during acquisition process
- Transitioned messaging strategy, assets and media contacts to Apple's public relations department while still serving as primary PowerSchool spokesperson and media contact

Public Relations Manager

PowerSchool (prior to acquisition by Apple), April 2000 – May 2001

Created visibility for PowerSchool with its target market through the use of articles, awards, presentations, media relations, sponsorships, web strategy, trade shows, celebrity endorsement and special events.

- First point of contact for media inquiries, award juries and product evaluation teams
- Arranged media interviews for company executives and coached them with Q&A's, key messages and strategic positioning
- Wrote and issued news releases and pitched stories that were picked up by key trade publications, major market newspapers and Web-based news sources
- Submitted the entries that won five major awards including The Association of Educational Publishers – Distinguished Achievement Award 2001

Vice President and Program Director, TechEd Institute of Multisensory Learning

Community College Foundation, May 1998 – April 2000

Established and managed a mobile technology training program for K-12 educators and community college instructors. Provided visionary leadership and represented the Institute and Community College Foundation in public meetings, on committees, with industry sponsors and media. Managed all Institute communications, public relations, operations, personnel, facilities, technology, finance, contracts and sponsorship.

Program Manager, Marketing and Communications

Community College Foundation, June 1997 – May 1998

Managed new business marketing and public relations for multiple Foundation programs. Responsible for research, planning, development and implementation of marketing plans. Designed brochures, planned advertising campaigns, developed website content, and managed internal and external communications. Directed the bid process for several key government and private contracts and subsequently managed the start-up of new programs.

Successful proposal submissions generated \$15 million in new business

Program Specialist, Internship Services of California

Community College Foundation, August 1995 – June 1997

Developed marketing strategies for student employment opportunities in private industry. Responsibilities included new program development, strategic planning and promotion. Managed and produced advertising, direct mail and trade show campaigns. Made sales presentations to potential clients and served as client representative and account manager.

Diversified client base and improved customer satisfaction

Communications Specialist

CA Foundation for Agriculture in the Classroom, January 1989 – August 1995

Generated publicity through press releases, advertisements and stories. Served as key media contact, lead trainer and Foundation spokesperson for public outreach. Designed brochures and other communication publications. Managed direct mail campaigns (resulting in 10,000 subscribers) and developed a relational database system to track clients and potential clients.

Education

- *Master of Arts*, Communication Studies, California State University at Sacramento, December 1997. Major study areas: public affairs and issue management.
- *Bachelor of Science*, Animal Science, University of California at Davis, June 1988. Major study areas: genetics and reproductive physiology.
- *Accredited in Public Relations*, Universal Accreditation Board, December 2007.
- *Certificate*, Group Facilitation Methods, Institute of Cultural Affairs, July 2003.

Awards

- Platinum Award 2009 MarCom Awards - External Communications Program for Healthy Auburn Waters outreach campaign
- Gold Award 2009 MarCom Awards - Web Site Overall for Healthy Auburn Waters web site
- Gold Award 2009 CAPPIE Awards (Sacramento Public Relations Association)- Best Bang for the Buck Campaign for Healthy Auburn Waters outreach campaign
- Silver Award 2009 CAPPIE Awards (Sacramento Public Relations Association) - Pro Bono Campaign for Friends of NICU fundraiser, Celebration of Miracles

Affiliations

- International Association of Business Communicators
- Sacramento Public Relations Association
- Public Relations Society of America

Published Works

- *Response to Intervention: Low and High Achieving Students*, SEEN Magazine, Spring 2010 (print and online)
- *One-to-One Laptop Initiatives: Providing Tools for 21st Century Learners*, White Paper, Center for Digital Education, December, 2004
- *Connected Assessment: Electronic Assessment Tools Close the Gap*, Today's School, May 2003 (ghost writer)
- *Communication Technology Enhances a Magnet School*, School Planning & Management, Oct. 2001
- *Anyone, Anytime, Anywhere Learning*; Leadership, September/October 2000 (ghost writer)
- *Pinewood School Praises PowerSchool*, DataBus, October/November 2001 (ghost writer)
- *A Web-based Solution for Data Management*, DataBus, August/September 2001 (ghost writer)
- *To find customers, take time to set up matrix*, Sacramento Business Journal, October 6, 2000
- *The Establishment Response Schema: A Tool for Understanding the Impact of Establishment Response in the Social Movement Dialectic*, Masters Thesis, December 1997