

Jennifer Mills

Dallas-Fort Worth, TX | (817) 269-3876 | jenniferannemills@gmail.com | www.linkedin.com/in/millsjennifer

Communications Specialist

Dynamic business professional transitioning to a communications and marketing role. Experienced in leading teams, managing budgets, and executing impactful strategies to engage audiences. Skilled in delivering high-quality projects with a critical sense of discretion, precision, urgency, and adaptability in fast-paced environments.

Professional and Volunteer Experience

Junior League of Dallas, Dallas, TX

Communications Vice President

06/2024 - Present

The Junior League of Dallas provides leadership opportunities to 4K+ women each year through 17K cumulative hours of experiential and formal training. Uniquely member-run, JLD provides approximately 100K hours in volunteer service and \$1M in funding to nonprofits each year.

- Lead a team of 30+ volunteers to drive all areas of brand strategy, external communications, internal communications, public relations, and social media.
- Manage \$100K budget which includes our 20-page annual report, branding, email communications, 500-page handbook, public relations, and social media tools.
- Supervise production of quarterly newsletters, annual report, press coverage, and ensure accuracy of content for all invitations, programs, and marketing collateral distributed to community partners, donors, and members.

External Communications Committee Chair

06/2023 - 05/2024

- Directed a team of five volunteers in driving all areas of external communication, including 25-page annual report, 500-page handbook, and external-facing website and blog.
- Oversaw \$59.5K budget to produce handbook and annual report, including copying, postage, printing, and shipping costs for 1K books and annual reports.

Internal Communications Committee Chair

06/2018 - 05/2019

- Led a team of 13 volunteers in driving all areas of internal communication: including bi-monthly emails, quarterly newsletters, and 500-page handbook.
- Managed \$35K budget to produce handbook, including copying, postage, printing, and shipping costs for 2.2K books, as well as internal email communications using MailChimp subscription.

Alpha Delta Pi Sorority, Dallas-Fort Worth, TX

Marketing Advisor, Advisory Board

08/2023 - Present

Established in 1851, Alpha Delta Pi sorority is committed to sisterhood, values and ethics, high academic standards, and social responsibility. The principals of scholarship, leadership, sisterhood, and service guide 260K+ women in 155 active collegiate chapters and 150+ alumnae associations.

- Empower and coach five collegiate officers: Vice President of Marketing, Director of Public Relations, Digital Marketing Specialist, Merchandise Specialist, and Video Production Specialist.
- Assist the Vice President of Marketing and Marketing Director when creating marketing goals that support and enhance the chapter's strategic goals, monitor progress towards these goals.
- Collaborate on, review, and approve the chapter's marketing materials including, but not limited to, social media, website, email, and print materials.

President, Alumnae Association

05/2018 - 04/2021

- Supervised 10 board members in driving all areas of the organization's operation, including communications, finance, marketing, membership recruitment and retention, philanthropy, and programming.
- Under my leadership our alumnae association was recognized in the top 15% by exceeding membership retention goals and achieving programming excellence.
- Facilitated highly successful event planning committees in executing events, including Annual Membership Party, Founders' Day Luncheon and Silent Auction, and Texas State Convention.

Vice President of Communications, Alumnae Association**05/2013 - 04/2015**

- Directed communications committee; handled the brand image of our 100-year-old alumnae association, with 125+ members and a distribution list of 500+ alumnae.
- Executed communications: including, e-newsletters, marketing, PR, social media, and website content.

Thryv, Dallas, TX**11/2006 - 04/2024****Digital Marketing Specialist**

Software as a service (SaaS) company, providing customer relationship management software for small businesses. Named to Newsweek's List of Top 100 Most Loved Workplaces.

- Supported \$50M national accounts and maintained cross-organization relationships.
- Partnered with sales organization on \$15M barter program to create new brand awareness and drive incremental site traffic to superpages.com. Promotion over eight-month period resulted in 290M+ impressions and click-through rate 3 times greater than industry standard.
- Audited sales contracts to ensure documents were SOX compliant, in turn decreasing production time.
- Trained colleagues on processes, procedures, and systems thus ensuring improvement in efficiency.
- Documented critical departmental processes and procedures, in support of the organization's goal of ISO 9000 TL certification.

Education

Master of Science (MS), Communication

Purdue University, West Lafayette, IN

Bachelor of Science (BS), Advertising and Public Relations

Texas Christian University, Fort Worth, TX

Certifications

Post-Baccalaureate Certificates

- Communication and Leadership - Purdue University, West Lafayette, IN
- Strategic Communication Management - Purdue University, West Lafayette, IN
- Social Media Marketing - University of Texas at Arlington, Arlington, TX

Board Build Certificates

- Essentials of Nonprofit Governance
- DEI Fundamentals

Skills

AP Style Guide | Adobe Illustrator | Adobe InDesign | Adobe Photoshop | Canva | Copywriting | Editing | MailChimp
Microsoft Office Suite | Microsoft Teams | Project Management Tools | Proofreading | WordPress | Zoom

Community Involvement

Member, Alpha Delta Pi Alumnae Association

Member, Junior League of Dallas

Member, Public Relations Society of America (PRSA)