

Jennifer Meadows

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Professional Summary

A Social Media expert and Certified Public Health Educator with 10 years of public health experience and proven record of successful mobile marketing campaigns seeking position as a Marketing Specialist.

Areas of Expertise

Mobile Marketing

- Developed and promoted mobile marketing campaign to promote county wide community health initiative, “Move More, Sit Less”.
- Increased mobile views by 45% over a 6 month period and 72% within 1 year.

Social Media

- Created, launched, and managed social media pages on Facebook, LinkedIn, and Twitter in order to promote initiatives and alert the community to public health concerns.
- Increased social media activity by over 60% in a 6 month period.

Education & Training

- Facilitated monthly educational seminars for residents to promote county health initiatives.
 - Customized health education materials to fit specific county demographics and needs.
 - Lead training for incoming Administrative Assistants; trained approximately four new employees per year.
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Work History

County Health System

June 20XX – Present

Social Media Manager & Community Health Educator

Any Town, State

- Lead educator and coordinator for public health awareness department.
- Coordinated the collection and interpretation of data collection within the community.
- Assumed the role of Social Media Manager in 2014 in order to create and maintain an active social media presence.

Community Hospital

May 20XX – June 20XX

Community Outreach Administrative Assistant

Any Town, State

- Coordinated and scheduled meetings, appointments, and travel arrangements for supervisors and managers.
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Education & Certifications

Certified Health Educator Specialist (CHES)

June 20XX

Bachelor of Arts in Marketing

American Public University System

May 20XX

Charles Town, WV