

Jenni McClelland

PROFILE

Website professional with over 17 years experience in creating, developing, and managing quality websites and building brand recognition for nationally known fire service organizations.

CONTACT

240-832-7758
info@jennimcclelland.com
www.jennimcclelland.com

SKILLS

- Design and video production using Adobe Creative Suite
- Wordpress and content management experience
- Print and web design
- Social Media marketing
- Pascal, C++, VB, HTML, PHP, SQL
- Photography
- Grant writing
- Writing and media distribution
- Google AdWords certification

EDUCATION

University of Maryland
College Park, Maryland (2000)
R.H. Smith School of Business
Bachelor of Science -
Decision Information Systems

Eleanor Roosevelt High School
Greenbelt, Maryland (1995)
Merit Certificate; National
Honor Society; National Italian
Honor Society (Vice President)

COMMUNITY

Capitol Heights Volunteer
Fire Department
(2000 – Present)
Fire Marshal, Board of Directors

Lt. Joseph P. DiBernardo
Memorial Foundation
(2014 –Present)
Volunteer, Board of Directors

EXPERIENCE

Webmaster

National Fallen Firefighters Foundation (2006 - Present)

I have managed the Foundation's websites, www.firehero.org and www.everyonegoeshome.com. Online marketing materials that I have created include: banner ads, social media graphics, E-mail promotions and newsletters. In addition, I have designed print collateral including: flyers, postcards, brochures, posters, technical reports, event programs, signage, trade show displays, and other product packaging. In addition, I coordinate the Foundation's Google Adwords grant and partnerships with the Service media for in-kind advertising. I have also produced articles, press releases, and served as a photographer at Foundation events. During the National Fallen Firefighters Memorial Weekend, I also supervise our photographers and post their work, as well as my own, throughout the event.

Site Manager

Cygnus Business Media/Interactive Public Safety Division (2003 – 2006)

I supervised three designers and participated in the daily operation of three public safety news websites (www.firehouse.com, www.ems-responder.com and www.officer.com). I coordinated and designed materials for internal online marketing campaigns for our print and trade show divisions and worked with sales staff to ensure quality advertising was produced for our clients. I was awarded the "Cygnus Above and Beyond Award" in March 2005.

Web Developer

Cygnus Business Media/Interactive Public Safety Division (2002 – 2003)

I collected breaking news stories, formatted and posted of content on a [firehouse.com](http://www.firehouse.com), and updated to featured sections of the site. This was accomplished through hand coded HTML and later through a content management system. As a developer, I also designed E-mail newsletters, landing pages, banner ads and other promotional materials for our target audience. I was also responsible for training three other designers in site updates and basic operating practices.