

Jennifer R. Gordon

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PROFESSIONAL EXPERIENCE:

Nuclear Electric Insurance Limited (NEIL)

12/2018 to Present

Business Technologies Lead – Remote/Wilmington, DE

Leads team of Executive Assistants and Travel Manager for key company events. Responsible for curating high quality event experiences for Members. Provides IT support for Cvent, and hybrid meetings. Creates brand design for all events to enhance attendee experience. Develops agenda and leads virtual, in-person and hybrid meetings throughout the year.

Leads teams and special projects for corporate, member, and intranet websites. Creates project plans, develops agenda, leads meetings, prepares minutes, reports out on action items, and coordinates between stakeholders and technology vendors. Coordinates bug testing and pre/post launch between stakeholders and vendors.

Liaison between IT and end users in business-facing IT initiatives. Coordinates and creates corporate communications, including branding, and promotional items; coordinates web solutions projects, including content management process and workflow. Responsible for projects and training related to technology solutions including Nterprise, Director's Desk, 1Password and Cvent, as well as branding and communications. Responsible for layout, design, and distribution of Strategy Report, Annual Report, newsletters, and Annual Meeting brochure.

Techie Web Designs

2007 to Present

Owner/Designer/Developer - Remote

Professional website development and graphic design for clients worldwide. Designing and maintaining web sites, creating custom web graphics and layouts, creating flash intros, web programming, script installations, logo design, animated banners, business cards, brochures, flier/posters, large signs, water tower wraps, copywriting, proofreading, content creation, plan and prepare articles for online dissemination, web usability, accessibility, testing and debugging, website promotion & marketing, client relations, sales, bookkeeping. Training for clients. Help Desk troubleshooting including email and content management. Team Coordination: Basecamp, Linc and Slack; Programming and software: Adobe Creative Cloud and CS6: Dreamweaver, Fireworks, Illustrator, InDesign, PhotoShop, AcrobatPro; Coding: HTML, XHTML, PHP, CSS, JavaScript, MySQL, FTP; SASS, LESS, Content Management: WordPress, Wix, Square, Joomla, Drupal, SharePoint, Kentico; Microsoft: Excel, Word, PowerPoint, Outlook, Video/Audio: Final Cut Pro, Adobe Premiere & Audition, and Vegas Studio. Hiring and staffing special projects requiring larger teams.

CSMI, LLC

8/2016 to 12/2018

Information Systems Coordinator – Chester, PA

Manages all data, applications, and reporting for the charter schools. SunGard/PowerSchool, Cognos, Microsoft Excel and Access. Works closely with other members of the IS team, school principals, central office staff, governmental agencies, and local school district personnel. Provides support and training as required to users located in the schools. Redesign of school websites. Photography for staff, buildings, and website. Reorganization of navigation menus. Custom HTML and CSS coding with CampusSuite CMS.

Montgomery County Intermediate Unit

5/2015 to 8/2016

Web Design Technician – Norristown, PA

Responsible for redesigning and maintenance of websites for the Organization and its clients utilizing WordPress, SharePoint, and Drupal. Windows IIS server setup, maintenance, and software/application installation. HTML/HTML5, CSS/CSS3, PHP customization on all existing websites utilizing CMS, Photoshop, Illustrator and Dreamweaver. Training for staff on the utilization and management of the websites. Brochure and logo design for the organization and its clients utilizing InDesign and Illustrator. Front-end photography with Canon 7D and PhotoShop. Social Media: Facebook, Twitter and website updates.

Kingsway Regional School District

7/2008 to 5/2015

Web/Database Administrator - Woolwich Township, NJ

Responsible for design and maintenance of websites: district, high school, middle school, and curriculum. Linux server setup and maintenance. Front-end photography and content updates. HTML, CSS, PHP customization on websites (SharePoint and WordPress) and student information systems. Training for staff on the utilization and management of the websites. Graphic designs including logo creation, fliers, brochures, pamphlets and custom images for the web and print. Administrator of the district-wide student information system (PowerSchool) with duties including report customization, data validation and integrity, data management and state reporting, attendance support, Help Desk support for staff, administrators, students, and parents. Integration of third-party platforms including BusBoss, Hero and School Messenger. Support and training sessions for staff members held throughout the year. Responsible for all NJSmart reporting. Create, collect, analyze data and create reports for other district administrators. Assisted Superintendent and other department administrators in the interview process of hiring new staff. **Honors:** Kingsway Regional High School Dragon of the Month, April 2014.

Radian

4/2011 to 7/2011

Contracted Web Content Manager - Philadelphia, PA

Content management for Radian, mortgage insurance company. Responsible for content on corporate internet (SharePoint) and intranet websites. Write and schedule stories for corporate intranet. Create banner ads and graphic designs for the web.

Energy Freedom Pioneers, Inc.

06/2007 to 7/2011

Communications and Technology Specialist – Pedricktown, NJ

All graphic design art for company branding and marketing materials. Setup, design, implementation, and maintenance for company websites. Provide information, guidance, referrals, and training. Grant writing for Alternative Energy State and Federal Grants and Loans.

PSEG

7/2009 to 8/2009

Energy and Environmental Research Center (EERC) - Salem, NJ

Research of multimedia content for use in the EERC, prior to opening of the center. Working independently and with a team to research and collect information for topics of interest related to the energy field throughout history, energy facts, influential people in history, innovations, and headline stories. Coordinated video and image acquisition from artists, photographers, and archived copyright holders. Obtained permission to use photos and videos and purchased rights where needed. Created digital images and charts for use in the center. Uploaded final text documents and image files to servers for final printing.

Lumberton Township Board of Education

7/1998 to 9/2004

Music Educator - Lumberton, NJ

Small group instruction on violin, cello and bass for grades three to eight. Small group instruction on all band instruments for beginners in grade five. Responsible for large group ensembles; Beginner Band, Middle School String Ensemble, Advanced and Intermediate String Ensembles and Beginner String Ensembles. School and community concerts occurred twice a year. Prepared students for All South Jersey String Orchestra and adjudicated auditions. Created and implemented the string curriculum for the Lumberton Township School District. Implemented music technology software into the instrumental curriculum, *Music Time Deluxe*, *Music Ace*, *Finale*. **Honors:** Bobby's Run School Teacher of the Year, 2004.

PROFESSIONAL SKILL SETS AND TRAINING:

- Leading and managing multiple teams and projects relating to IT and corporate events.
- Event Management, analytics, and Surveys (Cvent & Inquisium). Managing and analyzing complex data sets for reporting and decision-making utilizing custom written reports, Microsoft Excel, and custom SQL reports.
- Marketing and research consultation for small to mid-sized businesses and non-profit companies including but not limited to website design and implementation, corporate identity, and information management.
- Expertise in user navigability and creation of website formats that promote information accessibility including website mapping, marketing, graphic design, and multimedia integration.
- Complete project management skills including research, bid proposals, scheduling, coordination, and training. Ability to work well with clients and under deadlines.
- Detail oriented with a strong ability to focus and manage individual goals and responsibilities, particularly those goals that are time sensitive.
- Skilled in web programming using HTML, XHTML, CSS, XML, basic Flash animation/ActionScript, basic JavaScript, PHP, and MySQL databases. (WordPress, Joomla, Cvent, CrowdCompass/ Attendee Hub).
- Working knowledge on search engine optimization and search engine marketing, WC3 standards, accessibility, site analysis and testing.
- Graphic design skills ranging from logo design to business communication materials. Branding services from image creation and development through coordinating all artwork to printer specifications.

EDUCATION AND CERTIFICATION:

Bachelor of Music in Music Education – Temple University, Esther Boyer College of Music
Philadelphia, PA - 1998 *Magna Cum Laude*
Microsoft Office Excel and Word Certification – Burlington, NJ
Cvent Event Professional Certification – 2019, Cvent Advanced Professional & Mobile App
Certification 2020

SYNERGISTIC ACTIVITIES:

Skydiver/Coach

USPA Member #310333, C-License: C-50769, Coach Rating

Premiere Charities

Weekly volunteer feeding the homeless in Wilmington, Delaware. Coordinates setup and distribution of food and clothing.

Nathaniel Boerlin Scholarship Fund

Volunteer, Coordinator and Web Designer - Facilitate the education of the community about Brain Tumor Awareness through a unique website, branding, and graphic designs (fliers, posters, street signs, etc.) Help organize annual 5K run to benefit the scholarship fund. The Nathaniel Boerlin Scholarship Fund gives two \$1,000 scholarships to local graduating high school seniors each year.

Kingsway Education Foundation

Web design and maintenance for the school district's foundation website. Coordinate and manage the annual "Toast of the Town" charity event including online ticketing, sponsorship sales, promotional materials, and event logistics.

Philharmonic of Southern New Jersey

Web/Graphic Designer, Violinist - Website design, branding, and graphic designs (fliers, posters, street signs, etc.), co-principal second violinist for the orchestra for over 15 years.