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FARMINGVILLE, NY

Business, Marketing, Farm & Food Professional, MBA

JENNIFER ROSS

PROFESSIONAL SUMMARY & OBJECTIVE

Visionary business and marketing professional, and highly regarded thought leader with creative, entrepreneurial drive and superior business acumen. More than 20 years of experience designing & implementing targeted business & marketing strategies for startups, small businesses, nonprofits, and Fortune 500 companies with a significant focus on food, agriculture, health, and nutrition. Past organic farm owner & educator, food business operator and manager, and current agritourism podcast host. Strong analytical thinker focused on revenue generation, and reporting & evaluating data analytics. Seeking an unique opportunity where my diverse business & marketing skills, experience and passion for food and agriculture, and my entrepreneurial spirit are embraced and challenged.

WORK EXPERIENCE

JANUARY 2005 - PRESENT

Marketing & Business Strategist/Director, ActivEntrepreneur, Inc.

Lead overall business and marketing strategy and execution for a wide range of clients, boosting client revenue and growth through innovative branding, targeted digital marketing initiatives (i.e. newsletters, emails, website, SEO, social media), loyalty, & reward design, partnership and sponsorship development, creative promotions, sales strategies, and event design and management. Key clients are listed below. HeartBeet Farms, Hobbs Farm & Don8tions had a focus on nourishing the lives of children and adults who face adversity.

- MasterCard (International)
- Don8tions
- HeartBeet Farms/Hobbs Farm
- Northeastern Aviation Corp.
- Bruno's Pizza
- MyLITV.com
- EventPower
- Dr. Marcelle (Canada)
- Community Growth Center
- Crayfish Bay Organics (Grenada)
- Stony Brook Hospital
- Mediterraneo Foods (Italy)
- VocationVacations
- Whole Foods Market
- Sansone Foods (Italy)

JULY 1992 - JANUARY 2005

Vice President, Marketing Director & Business Manager, JP Morgan Chase

Small Business Credit Card Division Marketing Director: Revitalized business credit card portfolio through a re-build of the strategic team and design and execution of innovative acquisition, portfolio management, and loyalty programs, quadrupling portfolio profitability. Secured co-branded partnerships with General Motors and Continental Airlines.

National Sales Manager: Converted 4 national Chase Credit Card service centers into marketing & sales operation centers, creating a new revenue channel delivering over \$1 million in the first year. Designed a cutting-edge CRM platform to support the initiative.

Prior Management Roles included: Consumer Card Marketing and Communications Manager, Consumer Card Pricing Manager, Senior Auditor, and Management Trainee in Chase's Financial Management Development Training Program.

SKILLS & EXPERTISE

- Business & Marketing Strategy
- Marketing Operations & Optimization
- Farm Management/Food Operations
- Relationship Management/Loyalty Design
- Customer & Client Management
- Team Management
- Research, Data Analytics & Reporting
- Digital Marketing Strategy
- Event Design & Management
- Business Development

AWARDS & LEADERSHIP

- Podcast Host - The Agri-Tourist
- Town of Brookhaven Women Community Innovator Award
- Fortune 52 Women of Accomplishment
- Writer/Editor: Root for the Beet, the Resurrection of an Armenian Girl
- Treasurer/Program Director: Farmingville Historical Society, Steve Tarpinian Memorial Fund

EDUCATION

- Western Governors University, MBA, Business
- Binghamton University, BS Accounting