

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 experience

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



PROFILE

Website professional with over 19 years experience in creating, developing, and managing quality websites and building brand recognition for nationally known fire service organizations.

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.emsresponder.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, 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.