

· j e n l i t t l e ·

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P o r t l a n d , O r e g o n

“Everything you do or say is public relations.” - Unknown

i n t r o d u c t i o n :

It is exciting to offer my résumé to the Oregon Food Bank (OFB) for consideration for the newly posted Public Relations Associate position. I appreciate the time you are taking to review my qualifications as I ask for the honor to serve Oregonians and Clark County, WA through this employment opportunity.

Professionally and personally I have the skills and qualifications listed as what the OFB seeks in the "ideal candidate."

My professional background is rooted in media, writing, marketing, public relations, graphic design and social media spanning two decades. This foundation, combined with my public service and unique training, provides the OFB a candidate who will excel in a position requiring a diversified public service and communications skill set.

There are three items I want to expand upon in this introduction: *Crisis Communications, Education, and Service*. I intend to offer a deeper understanding of my qualifications, who I am and how my experiences give the OFB confidence in filling this high-profile position.

Crisis Communications

I applaud the OFB for listing crisis communications experience as something sought in candidates. It is critical and often overlooked in the nonprofit and for-profit sector until it is too late.

A crisis rarely occurs during working hours. A team must acknowledge a crisis as soon as possible; however, an immediate response is not necessary in most cases. Hasty reactions can lead to mistakes and oversights that can bring irreparable brand and image damage.

There are ways to get in front of a crisis, that save the entire organization time, energy and resources. Preparing for a crisis before a crisis is vital.

The age of social media allows misinformation to move fast, the OFB having a Public Relations Associate equipped with writing, marketing, design, and social media (design, targeting, and advertising) talents in their toolbox, combined with crisis communications experience, is critical.

**"Education is the most powerful weapon
which you can use to change the world."
-Nelson Mandela**

(i n t r o d u c t i o n c o n t i n u e d)

Because perception IS reality, crisis communications is crucial for nonprofit organizations such as the OFB. If donors believe that their investments are not put to good use or that their support will tarnish their brand checks can stop immediately. An operation such as OFB cannot serve the community without the generous support of donors.

Many times in my career, not even my team knew there was a crisis. No articles, no media, zero water cooler gossip. Those are the proudest moments of my career that few will ever know even happened.

Education

Despite my professional and personal accomplishments, my life wasn't easy when I was younger.

I was pregnant when I was still a child myself. I gave birth to my beautiful, healthy daughter, Nicole, while I was only a junior in High School.

The odds were stacked against me, yet despite those odds, I worked hard to graduate high school with my class. In 1994 I walked across the stage to receive my High School Diploma with one-year-old Nicole in the audience.

I attended Molloy College in 1996 for one semester. Caring for a toddler, working full-time and attending school was more than I could handle. I finished my first semester but did not return.

I remained committed to providing for my daughter in a way that she would never know the struggle I endured. I accomplished my goal, and that is perhaps my most significant achievement in life.

Beating the odds and overcoming significant life challenges is what drives me to a life of service and giving of my time and talents to help others.

I took advantage of every training and educational opportunities that came my way. My commitment to learning provided twenty years of professional growth in communications and business development. As Nicole grew I gave more time to my community and state. Volunteering my time, putting my talents to good use and growing my professional skills propelled my professional and elected careers forward.

“Be the change that you wish to see in the world.”

-Mahatma Gandhi

(i n t r o d u c t i o n c o n t i n u e d)

My training includes the best political, fundraising, messaging, outreach, media relations, and communications training in the nation.

Life experiences and training have provided me with a much larger classroom than I saw in college. I often joke that the software I learned for graphic design in college no longer exists and social media didn't exist at the time I was going to college. I am self-taught and "target trained." I appreciate the path of learning my life has taken, and feel fortunate for those who mentored me over the years to be the professional and leader I am today.

Service

#DoGood, **#BeKind**, and **#BeTheChange** are not only the hashtags for social media. They are the words I use to describe how I want to always act, live my life, and be perceived as a person. Service driven, I have volunteered almost all my life, dedicated to one charity, service organization or fundraising event or more at a time - juggling schedules, as we all do.

In my consulting work, I often charge nonprofit organizations a lesser fee to allow for access to the public relations, marketing, planning, forecasting and design services they desperately need.

Publicly, I served three terms, nine years, as an elected member of the Mathews County School Board with a salary of \$240 a month. I asked the voters to serve them as I knew that my voice would benefit children, and it did. Governor's and my Congressman appointed me to several advisory, policy and regulatory boards over the years where I served my state and nation without compensation.

Both Senator Mark Warner and Senator Tim Kaine have requested I serve as a surrogate speaker on their behalf, and I've introduced many elected officials at events large and small. I have given motivational, off the cuff remarks, participated in candidate forums, addressed the public both on and off camera, on a myriad of topics and in a myriad of ways during my professional and service careers. Having a voice that inspires and calls others to act no matter the audience is another way I serve as the spokesperson for the OFB.

I view serving as the Public Relations Associate for the Oregon Food Bank as a continuation of my commitment of serving those who need help the most. I would be honored to answer any questions you may have.

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**“If you don’t tell your story, someone else will.”
-Author Unknown**

m e e t j e n l i t t l e :

Public Relations Pro. Social Media Ace. Marketing Guru. Graphic Designer.
Creative thinker. Seasoned communicator. Multicultural Marketer.

r e c e n t w o r k e x p e r i e n c e :

Founder, jen little media

Staunton, Virginia & Portland, Oregon, May 2018 - Present

Public Relations. Media Relations. Graphic Design. Social Media. Crisis Communications.

Comprehensive nationwide media consulting services for nonprofit organizations and for-profit businesses, including startups.

Director Of Public Relations, Nexus Services, Inc.

Verona, Virginia, December 2016 to May 2018

Public Relations. Media Relations. Graphic Design. Social Media. Crisis Communications.

Brought on board specifically to build a top-notch Public Relations Team with nationwide and global reach for multicultural marketing and crisis communications purposes. Grew team from one consultant to 6 in-house employees and several of the nation's top consulting firms

Owner/Founder, The Little Marketing Department

Mathews, Virginia, February 2011 to January 2017

Public Relations. Media Relations. Graphic Design. Social Media. Crisis Communications.

Media consultant with a diverse portfolio of clients. Services offered include coordination with media for various outcomes, pitching client stories to the press including major news outlets, public and community relations consulting, graphic design, social media plans and content generation, business consulting, executive coaching, team building, and general account management. Clients included local and national nonprofit organizations, large corporations and local small businesses.

e d u c a t i o n , f e l l o w s h i p s & t r a i n i n g :

2018 Fellow, Leadership Greater Augusta, Shenandoah Valley, Virginia

2010 Fellow, University of Virginia, Sorensen Institute for Political Leaders, Charlottesville, Virginia

2007 Fellow, University of Virginia, Sorensen Institute for Political Leaders, Charlottesville, Virginia

2006 Democratic Party of Virginia Candidate Training Program, Richmond, Virginia

2005 EMILY's List Candidate Training Program, Washington D.C.

1996 Molloy College, Rockville Centre, New York

**“Everything you do or say is public relations.”
- Unknown**

t e c h n i c a l s k i l l s :

Daily use of Adobe Creative Suite for graphic design and layout purposes. Fluent in Microsoft Office, iWork and G Suite. Experience with several media intelligence platforms for reputation monitoring, brand management and media outreach purposes. Expert in strategic targeting tactics reaching the desired audience utilizing various databases and applications to achieve campaign goals.

e l e c t e d & a p p o i n t e d p o s i t i o n s :

Commonwealth of Virginia Board of Psychology

Board Member, August 2016 to Present

Appointed by Governor Terry McAuliffe and confirmed by the Virginia General Assembly.

Commonwealth of Virginia Department of Behavioral Health and Developmental Services State Board

Board Member, 2008 to 2012

Appointed by Governor Timothy Kaine and confirmed by the Virginia General Assembly

Mathews County School Board

Elected Board Member, January 2008 to December 2016

Elected to this position on November 6, 2007, Re-elected November 8, 2011, to a second term and re-elected November 4, 2015, to a third term; Served as Board Chairman from 2009 to 2010 and Vice-Chairman from 2010-2012.

a w a r d s & r e c o g n i t i o n s :

2010 Top 40 Under Forty, Inside Business Magazine

2008 Committee Chairman of the Year, Democratic Party of Virginia

2006 Women in Business Achievement Award, Inside Business Magazine

2005 Grassroots Democrat, Democratic Party of Virginia

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**"It takes 20 years to build a reputation and five minutes to ruin it.
If you think about that, you'll do things differently."
-Warren Buffett on Public Relations**

r e f e r e n c e s :

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**"No act of kindness, no matter how small, is ever wasted."
-Aesop**

Thank you for taking the time to review my qualification for the position of Public Relations Associate. I hope this package has effectively communicated my how my values and skills align with those the Oregon Food Bank seeks in a successful candidate.

I look forward to hearing from you regarding this position.