



Jenny M. Zenkner

Compassionate Leader • Creative & Strategic Communicator

- More than 18 years of experience shaping exceptional communications
- Develops and manages campaigns that increase brand awareness and revenue
- Leads team in marketing, communications, creative, and strategic planning
- Seeking the opportunity to be of service to a just cause, energize teams, and make an impact by developing and implementing unique, effective programming

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Education

Master of Business Administration
2022 - 2024

WGU Capstone Excellence Award
WGU Salt Lake City, UT

Bachelor of Fine Arts 2004 - 2007

Graphic Design Minor Women Studies
CWU Ellensburg, WA Honor Roll
Club Officer AIGA & SAC

Associate of Arts 2001 - 2004

Centralia College Centralia, WA

Certifications

Marketing Strategy 2021 eCornell

Leadership Principles 2021

Harvard Business School Online

Lean Six Sigma Yellow Belt 2022

Dare to Lead™ Trained 2022

Strengths

Creative • Strategic & Tactical Thinker
Discerning • Adaptive Problem Solver
Considerate Planner & Communicator
Intrinsically Motivated • Empathetic
Service-Oriented • Collaborative
Diplomatic • Honest • Uniter

Professional Expertise

Creative Direction • Brand Marketing
Strategic Communication
Campaign Development
Project Management • Mentorship
Print, Digital, Web & Motion Design
Marketing Programming
Budget Planning & Management
Digital Marketing • Social Media
Copywriting & Business Writing

Technical Proficiencies

Adobe Creative Suite (Photoshop,
Illustrator, InDesign, After Effects...)
Microsoft Office • Facebook
LinkedIn • Instagram • Twitter
WordPress & Drupal Site-Management
HTML • CSS • Google Tools

Professional Experience & Accomplishments

City of Olympia Strategic Communications (Temporary) February - December 2024

Strategically pursued this position to gain hands-on experience in municipal operations, aligning with long-term goal of public service leadership.

- Engagement: Expand and improve internal communications
- Efficiency: Human-centered process improvement and project management
- Creative: Copywriting, proofreading, planning, and design

Lucky Eagle Casino & Hotel February 2014 - July 2023

Advertising Manager 2017 - 2023 Multimedia Designer 2014 - 2017

Strategic Leadership & Brand Management

- Led creative team and ad agency, developing brand standards aligned with company culture and market demands.
- Spearheaded three multimedia campaigns over six years, producing 54 spots across 11 iterations and increasing brand awareness by over 10% in a mature market.

Financial Acumen

- Managed \$4,000,000+ annual department budget for six years, exceeding revenue targets for four consecutive years.
- Guided marketing division in budget and strategy planning, demonstrating financial expertise and strategic foresight.

Innovation and Efficiency

- Reimagined commercial production, creating dynamic content while reducing costs; boosted motion graphics output from 3 to 15 spots annually, cutting per-spot expenses by 75% without compromising quality.

Project Management and Collaboration

- Successfully launched new loyalty program and managed diverse projects, liaising with tribal government, enterprises, vendors, and internal leadership.
- Ensured compliance with WA Gaming regulations while maintaining smooth operations.

Crisis Management and Digital Expertise

- Developed cohesive, multimedia communications for COVID-19 safety measures.
- Oversaw all digital communications, including website, social media, design, copywriting, and multimedia content.
- Owned UX in policy creation and review process, providing feedback while ensuring confidentiality.

Team Development

- Mentored marketing division team members, fostering mutual growth for individuals and the organization.

Additional Experience *Descriptions available upon request or via LinkedIn*

Finding 42 Owner 2023 - present

Design by JenKnee Owner 2011 - 2017

GCI Marketing • Advertising Designer, Developer, Social Media 08/07 - 03/14

CWU Office of Continuing Education Designer 09/06 - 06/07

Dave Syferd & Partners Design Intern 06/06 - 09/06

The Daily Chronicle Design Intern 06/05 - 09/05