

# Jennifer McQuiston Fening

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## EXPERIENCE

### City of Columbus

#### Deputy Director – Department of Development

July 2021 – present

- Led an integrated team to develop Opportunity Rising, Mayor Andrew J. Ginther's Equity Agenda framework for growing prosperity and dismantling racism in America's 14<sup>th</sup>-largest city.
- Directed communications and engagement strategies for the Columbus Housing Strategy, designed to double the number of homes built in the Columbus Region in 15 years, and Zone In, an initiative to update the city's 70-year-old zoning code to promote equitable, sustainable growth.
- Spearheaded work to increase the City of Columbus' investment and engagement in public art, including investment in the city's first-ever public art plan and successful pursuit of a \$2 million grant from the Mellon Foundation's Monuments project to assess how the community's shared values should be reflected in public art, monuments and symbols.
- Managed the department's four Division Administrators, with a nested reporting structure of 75 individuals.

### The Columbus Partnership

#### Communications Director – Smart Columbus

July 2017 – June 2021

- Directed brand strategy and integrated communications in support of Smart Columbus' mission to improve quality of life, safety, sustainability and economic development in Central Ohio by transforming mobility behaviors and access to transportation.
- Managed communications for the 2017-2020 electric vehicle (EV) adoption program, which generated 18.6M impressions, attracted 30,000 Experience Center visitors and generated 12,400 EV test drives, and resulted in 3,458 EVs sold (108% of goal) and a 20% increase in consumer likelihood to purchase.
- Developed and executed the communications strategy for Smart Circuit, Ohio's first autonomous vehicle, to help build public trust in self-driving vehicle technology. Education campaign drove 16,000 rides.
- Executed the public and media opening of the Smart Columbus Experience Center. Opening attracted 900 residents and generated 1M+ local media impressions.
- Oversaw learning exchanges to share program findings with residents and peer organizations. Activities included 200 speaking engagements by key spokespeople, 100+ visits from peer cities, maintenance of a "playbook" blog with 60,000 unique readers and creation of a 16-page feature in *Columbus CEO*.
- Led a team of three full-time staff and three interns and counseled the senior leadership team.

### Worthington Industries

#### Category Marketing Manager – Bernzomatic and Balloon Time

July 2014 – June 2017

- Directed brand and marketing strategy for the company's \$217M Consumer Products business unit encompassing the Bernzomatic and Balloon Time brands with more than 100 retail SKUs.
- Oversaw planning, execution and measurement of the Bernzomatic integrated marketing strategy, which leveraged public relations, trade advertising, digital marketing, social media, influencer relations, content marketing, search engine marketing, community relations, employee engagement and other tactics. In two years, the program increased brand awareness by 13%, increased brand favorability by 20%, increased likelihood to purchase by 22% and decreased top barrier to entry by 30% among target consumers.
- Orchestrated the re-positioning and re-launch of the Bernzomatic brand to broaden appeal to new consumer segments. Consumer insight-driven brand strategy enabled the business to earn a 15% price increase, grow sales and defend against competition at a major retailer.
- Directed the creation, launch and ongoing execution of signature public relations programs, including the Find Your Fire Community Grants Program with brand ambassador Nicole Curtis and the Bernzomatic Torch Bearers influencer relations program. Served as brand spokesperson with media and at PR events.
- Managed an initiative to redesign the brand's digital infrastructure to enable lead capture, marketing automation, retargeting and advanced analytics while enhancing user experience and engagement.
- Launched the CylinderSafe reputation management program. Responsible for issues management protocols for hazmat products regulated by government agencies.
- Allocated and managed more than \$6 million annual marketing budget and ensured integration, collaboration and effectiveness of multiple agency engagements.

**Fahlgren Mortine****Associate Vice President****Account Director****Account Supervisor****Senior Account Executive****Account Executive**

July 2013 – July 2014

January 2012 – July 2013

June 2010 – December 2011

July 2008 – May 2010

September 2007 – June 2008

- Planned and directed award-winning integrated marketing communications campaigns leveraging tactics including media, analyst and blogger relations; television, print, online, mobile and outdoor advertising; brand planning; social media engagement; content and collateral development; crisis communications; primary and secondary research; in-person and online events and web design and development.
- Led the research, creation, launch and maintenance of the Donate Life Ohio “Many Faces” integrated marketing communications campaign, which achieved 107 percent of goal for organ donor registration.
- Managed accounts valued at up to \$2 million for business-to-business, business-to-consumer, government and non-profit clients including Ansell, the City of Dublin, Donate Life Ohio, Emerson Network Power, Nova Southeastern University and the Ohio Department of Health. Quadrupled the size and scope of a key account in one year by exceeding measurable goals, offering sound and strategic counsel and delivering outstanding client service.
- Oversaw agency teams ranging from three to 50 people in size across multiple office locations. Supervised two full-time associates, formally mentored junior account leaders, led the Fahlgren Mortine University steering committee and created a peer-to-peer internal recognition program.

**Weber Shandwick Worldwide- Chicago****Corporate Affairs Account Executive****Corporate Affairs Assistant Account Executive****Corporate Affairs Post-Graduate Intern**

June 2007 – August 2007

September 2006 – May 2007

May 2006 – September 2006

- Cleveland market field lead and New York market representative responsible for grassroots community outreach event planning and media relations for the U.S. Treasury and Federal Reserve Banks’ Go Direct campaign.
- Successfully pitched proactive and responsive news stories for Go Direct, RHR International, the United States Mint and Neal, Gerber & Eisenberg LLP with pickup in mainstream and trade publications.
- Pitched print, online, trade, radio and broadcast media; compiled editorial calendars, media lists and clip reports.

**EDUCATION****Northwestern University**

Medill School of Journalism, Bachelor of Science in Journalism

Second Major: Political Science; Minor: Business Institutions Program

**AWARDS**

- 2017 North American SABRE Awards- Best in Show; Bernzomatic
- 2017 Global SABRE Awards- 2nd Place; Bernzomatic
- 2020 North American SABRE Awards- finalist; Smart Columbus
- 2017 PRSA Silver Anvil- winner; Bernzomatic
- 2017 PRWeek Awards- finalist; Bernzomatic
- 2014 PRWeek Awards- finalist; Donate Life Ohio
- 2014 Central Ohio PRSA Prism Awards- Nonprofit Best of Show; Donate Life Ohio