



# JESSICA CROZIER

Seasoned Marketing Professional  
Specializing in Brand Strategy

## CONTACT ME!

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## PROFESSIONAL SKILLS

Leadership and management  
Brand development & strategy  
Integrated marketing strategies  
Media relations  
Media planning  
Influencer marketing  
Social media management  
Social media advertising  
Photography  
Writing

## SOFTWARE SKILLS

Social Media Ads & Analytics Management:  
FB, IG, TW, LI, SC, PN  
Hootsuite, Sendible  
Meltwater, Cision, IQ Media  
Google Analytics, Ads, Tag Manager  
Adobe Photoshop, Premier  
Workamajig

## VOLUNTEER/OTHER EXPERIENCE

**Centurions Leadership Program**, Greater Kansas City Chamber, Spring Class of 2021

**After Hours at the Towers**, Young Friends of Starlight, Marketing Chair 2016, 2018-2019, Event Chair 2017

**Board of Directors**, GKC - Public Relations Society of America, Membership 2013-2015, Professional Development 2016, Operations 2017

**Cellist**, Southeast Kansas Symphony, 2003-2010; Pittsburg State University Chamber Orchestra, 2003-2006

## WORK EXPERIENCE

### InQuest Marketing

Director of Content Media (2015-Present)

- Leads and directs team of five specializing in social media, public relations, content marketing and search engine marketing.
- Leads client discovery workshops to develop strategic recommendations.
- Responsible for team training, professional development and researching of new media opportunities and formats to present to internal teams.
- Writes new business proposals and develops strategies for new clients.
- Holds team members accountable for quality work - on time and on budget.
- Directs production of comprehensive campaign media reports.
- Establishes SOPs as team grows to efficiently produce work.
- Grew team from one (me) to managing five team members in 3 years.
- Serves as spokesperson for Price Chopper grocery stores for community relations and cooking segments on Kansas City morning shows.

Public Relations Specialist (2014-2015)

- Managed media relations for Price Chopper, Mosaic Life Care, and Frontier Justice for local Kansas City news media and national media.
- Maintained relationship with Harvesters on behalf of Price Chopper.
- Wrote long-form content for clients such as feature stories and company news.
- Wrote news releases and pitch stories on behalf of clients to news media.
- Monitored and reported on media coverage for clients.
- Served as managing editor for InQuest's blog.

Assistant Media Planner/Buyer (2013-2015)

- Primary client served was Starlight Theatre in Kansas City. Planned media buys for all Broadway Series shows for 3 seasons.
- Developed and managed relationships with media sales representatives.
- Planned, negotiated and purchased traditional and digital media.
- Managed broadcast promotional schedules to increase awareness of shows.
- Reconciled invoices with detailed media orders.

**Public Relations Intern**, Ogden Publications (2012)

- Assisted with projects relating to Mother Earth News Fair including prepping guest for interviews, content for events and media relations.

**Marketing Intern**, Lied Center for the Performing Arts (2011-2012)

- Served as president for Lied Center Student Organization.
- Planned bonus events with season line up to grow student engagement.
- Assisted with content development for new season line up.
- Wrote news releases used for local media relations.

**Marketing Intern**, Lyric Opera of Kansas City (2011)

- Managed restaurant partnerships for next season, doubled participation.
- Implemented media clip tracking system.
- Wrote news releases and monthly newsletters.

## EDUCATION

**University of Kansas**, William Allen White School of Journalism  
Bachelor of Science in Journalism, Strategic Communications, 2012