

# Jessie Newburn

5425 Wolf River Lane, Columbia, MD 21045  
443-794-7521 \* jessienewburn@gmail.com \* jessienewburn.com

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## Diverse Functional Expertise

### Integrative communications and new media

- Conceptualized, developed and managed numerous blogs.
- Used a variety of new media tools, such as Twitter, YouTube, Squidoo, del.icio.us and Google Alerts to publish, aggregate and repurpose information; developed and supported socially networked communities.
- Created microsites for niche subjects; conducted a spectrum of outreach activities to target audiences.
- Delved into and learned the intricacies, value and business applications of social networking sites.
- Continuously explore, learn, adopt and adapt new digital media applications.

### Traditional marketing, communications and PR

- Managed projects including website development, publication production, trade show participation, community relations, PR, identity development, brand management, print and online advertising campaigns, direct and email campaigns, speaking engagements, presentations and internal communications.
- Wrote creative and interesting content for collateral material, online media and journalistic pieces.
- Conducted detailed discovery; wrote position papers, briefings and recommendation reports.

### Applying generational trends to business concerns

- Thought leader in articulating the motivations and adoption of social media by America's generations.
- Applied a thorough understanding of generational theory and cultural shifts to organizational concerns such as recruiting and retention, marketing, communications, political climate and customer service.
- Developed and presented seminars on harnessing the diversity of generational capacities.

### Strategic planning, project management and down-n-dirty details

- Worked with a deep and diverse client base in corporate, nonprofit, community and institutional cultures.
- Possess a surprising acuity for identifying short- and long-cycle trends, and then articulating practical solutions to develop resilience for the coming market changes and cultural shifts.
- Relish purpose and strategy. Articulate steps and projects to reach goals. Fearless in the face of details.
- Nimble and resourceful team player. Self-starter. GTD Next Actions Hero. Flexible. Interactive.

## Work History

*JessieX – Principal, Columbia, Md., 2001 – Present.* Strategic and tactical consultant. Developed and delivered marketing, communications, PR and business process strategies using print, online and new media platforms.

*American City Girls – Co-owner, Columbia, Md., 2006 – Present.* Conceived, systematized and currently operate a small socially conscious business partnership that produces a line of elegant note cards.

*Do The Write Thing – Principal, Columbia, Md., 1991 – 2000.* Provided writing, editing and publications management support to a spectrum of entrepreneurs and organizations. Wrote 1,000+ resumes.

## Education

*University of Maryland, College Park, 1987.* B.A., Individual Studies: Technology and Culture.

## Other

*Google me!*