

PROFESSIONAL HIGHLIGHTS

MARKETING CONSULTANT & WEB / GRAPHIC DESIGNER – 20 years

Jennifer Marble, Consulting Services • Ogunquit, Maine & Islamorada, Florida Keys

Creative Services & Marketing: include website design and development and graphic design as well as communications, social media & digital/print advertising. I specialize in the needs of small and micro businesses, including solopreneurs and artists.

Client list includes restaurants, small resorts, fishing charters, galleries, retail, art festivals, fine artists and performance venues, hi-tech sound and video system designers, retail, health & wellness, and a local plein art painting event in Ogunquit the seacoast area and islands of the Florida Keys.

HOSPITALITY – INNKEEPING, RESTAURANT

Innkeeper/Director of Operations, The Governor's Inn, Vermont

Managed day-to-day operations of all departments of this *Mobil Four-Star Award*-winning Country Inn, consistently ranked one of the nation's "top ten." Involved in many phases of the start-up in the first year of operation. Responsible for front desk, front of house, housekeeping, guest experiences, and as needed, preparation of multi-course dinners, breakfasts, and high tea, along with curation of the wine list.

Developed and managed comprehensive marketing/pr campaign resulting in international print and broadcast media coverage and industry award recognition. Secured inclusion in numerous cookbooks and television travel programs. Publicity included feature articles in nationally recognized publications including *Gourmet*, *Bon Appétit*, *Restaurant & Institutions*, *Los Angeles Times*, *NY Times*, *Yankee* magazine, and *Country Inns* magazine among many others.

HOSPITALITY- SALES & CATERING – INN & RESTAURANT

Director of Sales and Catering Sales, The Event Center at C.R. Sparks Restaurant, New Hampshire

Collaborated on and co-managed the pre-opening development and start-up of 400-seat upscale banquet and conference facility. Established the communications, catering sales department, and service operations. Oversaw recruiting, hiring, event planning, and banquet operations in early phases of facility start-up. Consistently surpassed overall sales objectives. Instituted a comprehensive event and menu planning system, which provided the company with a competitive advantage and increased margins. Built client list of over 300 active customers and coordinated advertising and public relations agency relationship.

Corporate Sales Director, The Bedford Village Inn, New Hampshire

Charged with business development and marketing, as well as room and catering sales for this award-winning *Four Diamond* Inn, Restaurant and Banquet facility. Responsible for aggressive publicity campaign which secured regional and national coverage in premier broadcast and print media including *Bon Appétit*, *Country Inns*, *Yankee* magazine, *The Patriot Ledger*, *AAA Car & Travel* magazine and *Phantom Gourmet*, among many others. Catering/event planning for corporate and social groups

PROFESSIONAL HIGHLIGHTS, cont.

ADDITIONAL MARKETING EXPERIENCE

Director of Marketing and Communications, NH Symphony Orchestra, New Hampshire

Primary responsibility for crafting and implementing strategic, resourceful marketing plans which increased ticket revenues and built community awareness, and public image, of New Hampshire's largest professional orchestra. Managed marketing, communications, patron services, advertising sales, and ticket sales. Participated in ongoing strategic planning and ensured consistent branding of the orchestra to internal and external customers. Performed as public spokesperson to broadcast and print media. Generated effective publicity to maintain top-of-mind awareness amongst the press. Conceived concept for two *NH Internet Award* winning websites which chronicled a collaboration between the orchestra and youth musicians. Assumed duties of Executive Director in their absence as well as during position vacancies.

ART GALLERY & ARTIST

Gallery Director and Marketing, Reef Gallery at Ocean Reef Club, Key Largo, Florida

Seasonal Director of seasonal fine art and jewelry gallery. Role included sales of gallery inventory, commissioned art, and designer jewelry commissions to client base by cultivating relationships with both collectors and artists. Curated and managed exhibitions, artist receptions, and trunk shows. Managed marketing, communications, and social media.

PROJECT MANAGEMENT CONSULTING

Major projects have included Consulting and Project Management start-up of 10,000 sq. ft. fine dining restaurant, lounge, and banquet facility. This engagement included strategic planning, floor space and facility design oversight, staffing, sales department creation, promotion, budgeting, branding, sales, marketing and creative, publicity, menus and wine list development, and management recruiting for new facility. The client list includes two N.E. based restaurants/function facilities, a country inn, and a Seattle-region Wine Bar & Eatery.

COMPUTER SKILLS

- Web development/Design and software including WordPress, Wix, Shopify, Bento, Squarespace, Canva, Adobe Suites, and others related to website development and graphic design.
- Familiarity with CSS, HTML, and other common code language.
- Working knowledge of RoomMaster software for the hospitality industry.
- Proficient in Microsoft Office systems and most miscellaneous other software.