

# jenn COLODNEY

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## VERSATILE CREATIVE MARKETING LEADER

Integrated Marketing  
Strategy & Execution

Brand Development  
& Positioning

Visual Design &  
Creative Direction

Cross-Functional  
Team Leadership

Budget & Vendor  
Management

Adaptable creative marketing professional with proven ability to lead cross-functional teams in delivering cohesive brand narratives across digital and traditional media. Expertise in developing and executing targeted campaigns that resonate with audiences and achieve business objectives. Passionate about driving brand differentiation through strategic integrated marketing initiatives, with particular emphasis on visual systems and design.

## PROFESSIONAL EXPERIENCE

GREATER SOMERSET COUNTY YMCA, Basking Ridge, NJ

### VP, Strategy & Integrated Marketing (2022–2024) | VP, Marketing & Communications (2018–2021)

- Spearheaded **strategic marketing initiatives** for large YMCA association, contributing to 10.48% increase in annual revenue to \$23.6M by enhancing **brand visibility** and engagement through **cohesive, multichannel campaigns** that resonated with target audiences.
- Accelerated **digital marketing** performance, generating 375% increase in impressions and 500% increase in clicks, improving CTR from 0.83% to 3.21% through **targeted messaging and budget optimization**.
- Led digital transformation initiative, increasing website pageviews by 198% and reducing bounce rates from 29% to 11% through **content enhancements** and **accessibility improvements**.
- Expanded **social media reach and engagement**, achieving 73% increase in Facebook followers and 464% boost in Instagram followers through **branded content alignment** and consistent frequency.

ADTALEM GLOBAL EDUCATION (formerly DEVRY MEDICAL INTERNATIONAL), North Brunswick, NJ

### Director of Marketing, Ross University School of Veterinary Medicine (2016–2017)

- Revamped marketing strategies and enhanced **audience-targeted messaging** as part of **comprehensive integrated marketing plan** that helped drive 43% increase in veterinary school applications.
- Led development and delivery of engaging **digital and print materials** utilizing storytelling and design to **differentiate the brand**, contributing to 110% increase in prospective student inquiries.

### Director, Creative Services, DeVry Medical International (2014–2016)

- Championed activation of 3 post-acquisition **rebranding initiatives** that reduced brand confusion and **increased market differentiation**, ensuring **consistent execution** of brand creative across all marketing channels.
- Led high-performing creative team, fostering **collaboration** to deliver award-winning advertising and design.

ROWAN UNIVERSITY, Glassboro, NJ

### Creative & Communication Services Coordinator, Institutional Effectiveness, Research & Planning (2010–2014)

- Produced **strategic communications** on behalf of the Office of the President to support key institutional initiatives, employing **design and content** to effectively **engage and inform stakeholders**.

### Marketing & Creative Services Coordinator, The Graduate School (2009–2010)

- Managed **digital and traditional marketing** for 60+ graduate programs, aligning messaging and visual elements to **enhance program visibility**.

THE PIXELLE, LLC, Vineland, NJ

### Freelance Creative Professional (2006–2009)

- Designed **creative marketing solutions** for diverse client base, from **concept to execution**, aligning design with small business goals to **drive engagement**.

TEAM PRODUCTS INTERNATIONAL, Mountain Lakes, NJ

### Art Director (2005–2006)

- Managed **design production** of packaging, printed sales materials, retail displays, and in-store signage for consumer durable goods licensed under Coleman, Emerson, HUMMER, Rawlings, and Sunbeam brands.
- Ensured high-quality design and **brand consistency** by implementing **standardized processes**.

TRIMSPA, Cedar Knolls, NJ

### Design Manager, Creative Services (2002–2005)

- Instrumental in developing TRIMSPA's **national brand identity**, contributing to 172% increase in annual sales to \$43M through innovative, impactful design.
- Led creative initiatives that elevated **brand market presence**, overseeing the creation of all **print and digital advertising**, direct mail, retail signage, billboards, and event promotions.
- Ensured **consistent expression** of the brand across all media, including NASCAR and Indy motorsports programs.

## EDUCATION

**Master of Science (MS)**, Integrated Marketing Communications | West Virginia University, Morgantown, WV

**Bachelor of Arts (BA)**, Fine Arts, Studio Concentration: Graphic Design | Montclair State University, Montclair, NJ

## VOLUNTEERISM

**Advisory Board Member**, Seton Hall Univ. Stillman School of Business, Transformative Leadership Exec. Program

**Team Photographer**, Ridge High School Field Hockey & Ridge High School Girls Lacrosse | Basking Ridge, NJ

**Mock Interviewer**, Middle Earth VISIONS Youth Program | Bridgewater, NJ