



Jenny M. Zenkner

Compassionate Leadership • Creative & Strategic Communicator

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- More than 17 years of experience creating exceptional communications pieces
- Develops and manages campaigns that increase brand awareness and revenue
- Leads team in marketing, communications, and strategic planning
- Seeking the opportunity to be of service, energize teams, and develop solutions that are creative, memorable, and effective.

*"Communication is not about saying what we think.
Communication is about ensuring others hear what we mean."*

– Simon Sinek

RELEVANT SKILLS

Professional Skills

Brand Management | Marketing Program Development | Budgeting
Communication Planning | Mentorship | User Experience Design
Creative Direction | Project Management | Campaign Development
Copywriting & Business Writing | Web | Social Media | Design

Technical Proficiencies

Adobe Creative Suite (*Photoshop, Illustrator, InDesign, After Effects...*)
Microsoft Office (*Word, Excel, Teams, Outlook, PowerPoint*)
WordPress Site-Management | HTML | CSS | Google Analytics
Google AdWords | Facebook | Twitter | LinkedIn | Google Drive

Personal Qualities

Strategic & tactical problem solver | Adaptive | Detailed planner & communicator | Mentally organized | Discerning | Self-starter
Considerate | Service-oriented | Empathetic | Honorable | Compassionate | Peacemaker | Collaborative | Creative | Diplomatic

PROFESSIONAL EXPERIENCE

Lucky Eagle Casino & Hotel February 2014 – July 2023

Advertising Manager: 2017 – 2023 | Multimedia Designer: 2014 – 2017

WORK HIGHLIGHTS

- Acted as the property's Creative Director and Brand Manager, leading the internal creative team and ad agency
- Constructed a brand that aligned with company culture and market demands using market research data.
- Led the development, evolution, and production of three multimedia campaigns through 11 iterations with 54 spots over the course of 6 years
- Re-imagined the live-action commercial scripting and production approach to make content more dynamic and timely with minimal ongoing expense
- Adjusted media strategies and messaging to increase total brand awareness by more than 10%
- Developed and managed a \$4,000,000 department budget for 6 years, partnered with division managers to exceed budgeted revenue for 4 consecutive years, and led the marketing division in budget/strategy planning for 2 years
- Increased production for a motion graphics campaign from 3 to 15 spots per year and reduced production expenses per spot by 75% while maintaining quality standards
- Pivotal role in research, development, and launch of Lucky Star Rewards loyalty program
- Collaborated and supported departments' needs across property (*rewards program, human resources, hotel, restaurants...*) with unique brand standards and all in adherence to standards of an over arching corporate brand
- Mentored marketing team members, helping them achieve mutually beneficial professional growth
- Provided coaching and support to leaders and team members in various areas of the organization
- Managed projects and liaised with tribal government and enterprises, casino vendors, and other internal leadership
- Developed cohesive, multimedia communications educating guests about our efforts for their safety and their role in new processes during the COVID-19 pandemic
- Managed website, social media, and other communications along with design, copywriting, photography, videography, motion graphics for print, digital and video communications
- Owned UX in the policy creation and review process and provided vital process feedback while ensuring confidentiality and compliance with Washington State Gaming regulations

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OTHER PROFESSIONAL EXPERIENCE Details available upon request or via LinkedIn

Design by JenKnee Chehalis, WA: 2011 – 2017

GCI Marketing • Advertising Olympia, WA: Aug. 2007 – Mar. 2014

CWU Office of Continuing Education Ellensburg, WA: Sept. 2006 – June 2007

Dave Syferd & Partners Seattle, WA: June – Sept. 2006

The Daily Chronicle Centralia, WA: June – Sept. 2005

EDUCATION

COMPLETED

Bachelor of Fine Arts 2007

Central Washington University, Ellensburg, WA

Specialization Graphic Design | **Minor** Women Studies | **Honor Roll**

AIGA Student Member | AIGA Student Chapter Secretary

Student Art Council (SAC) | SAC Secretary

Associate of Arts 2004

Centralia College, Centralia, WA

IN PROGRESS

Master of Business Administration

Completing program May 2024

WGU, Salt Lake City, UT

Marketing Strategy Certificate

eCornell 2021

Certificate in Leadership Principles

Harvard Business School Online 2021

Lean Six Sigma Yellow Belt 2022

Dare to Lead™ Trained 2022

Leadership Thurston County

Thurston County Chamber Foundation 2023

VOLUNTEERISM

Lucky Eagle Committees & Special Projects

Dare to Lead

Lean Six Sigma

Team Member Recognition

Safety Committee

United Way Committee

“Work Circles” (*Change Management*)

Holiday Committee

Veterans Day Committee

Manager on Duty (MOD) Shifts

Donation of Professional Skills

City of Chehalis, Experience Chehalis, and Centralia Downtown Association

Expanding Your Horizons Thurston County *Create annual conference materials* 2015 – 2022

Riverside Fire Authority *Materials and advertisements informing voters – Successful levies in 2014 and 2019*

South Sound Parent to Parent *Going the Extra Mile (GEM) Awards Logo Concepts* 2020

Boys and Girls Club of Chehalis *Capital Campaign Brochure*

Boys and Girls Club of Washington State *Youth of the Year Gala Program* 2018

Centralia-Chehalis Chamber of Commerce *Making Your Membership Count Brochure* 2015 and 2016

Oakville Fire Department *Oakville Firefighters for Families Sign*

Peace Trees Vietnam *Mail and event collateral*

The Chehalis Tribe *Various projects for the Government, Wellness Center, and Enterprises*

Other Community Involvement

Washington Business Week *Lewis County, WA*

Classroom aid and reading buddy, Cascade Elementary *Chehalis, WA*

Math Communities, Centralia Middle School *Centralia, WA*