

# JENNIFER L. RYNEER

Jennifer@JLRyneer.com | www.JLRyneer.com | LinkedIn.com/in/jlryneer

## SUMMARY OF QUALIFICATIONS & SKILLS

*Exhibiting 20+ Years' Experience in Event Planning, Marketing, Business, Administrative, and Client Service Operations*

EVENT PLANNING & COORDINATION | MARKETING | BRANDING | PUBLIC RELATIONS | ADMINISTRATIVE & BUSINESS OPERATIONS  
CLIENT & CUSTOMER RELATIONSHIP MANAGEMENT | COMMUNICATIONS | NEW BUSINESS DEVELOPMENT | PROCESS OPTIMIZATION  
SOCIAL MEDIA | MICROSOFT OFFICE | CONSTANT CONTACT | CANVA

**Ambitious Self-Starter** who leads from the front to gain buy-in among teams, and who drives world-class services and events to deliver first-rate customer experiences and yield high-performance results. **Influential Change Agent** who offers multi-market knowledge and a keen awareness of groundbreaking marketing, branding, and business development trends.

**Engaging Communicator** who builds strong alliances among decision-makers, cross-functional teams, and vendors, and who sees the "big picture" while thriving in quickly evolving scenarios and leading peers by example and with ethics and integrity. **Highly Accomplished Leader** who excels at analyzing lucrative business, administrative, and / or operations' needs; identifying substantial growth opportunities; defining methods for capturing new customers and retaining existing clientele; and attaining competitive market leverage.

## PROFESSIONAL SYNOPSIS

MILE HIGH EVENTS, LLC – CORPORATE, COMMUNITY & CELEBRATIONS, FORT COLLINS, CO  
(2019 – PRESENT)

**Founder | Events Director**

Capitalized on the opportunity to lead forward-thinking professional event and activities planning, coordination, and execution, including handling marketing, branding, public relations, media, and community communications.

- **Recognized as the "go-to" communications liaison.**
- **Direct all budgeting and accounts payable / receivable.**
- **Competitively negotiate contracts with venues and vendors.**
- **Build and sustain lucrative relationships with top vendors and clientele.**
- **Excel in developing press releases and participating in radio and newspaper interviews.**

FUSION SPORTS LEAGUE & CAMPS, LLC, HENDERSON, NV  
(2016 – CURRENT)

**Co-Founder | Marketing & Events Manager**

Drove the start-up and successful operations of this growth-focused endeavor, including developing hiring best practices to recruit and manage highly qualified staff, as well as develop and execute an employee training program. Contributed strong analytical abilities toward managing budgets, accounts payable / receivable, payroll, and finances, as well as school and vendor contracts. Developed integral business performance measurement tools.

- **Profitably handled all marketing and branding initiatives.**
  - **Developed marketing collateral (e.g., logo, brochures, social media, website).**
  - **Coordinated, planned, and managed social activities to encourage program engagement.**
- Planned, marketed, executed, and managed a popular children's camp in the Spring, Summer, and Winter.**

PINECREST IMPACT ACADEMY – COLORADO, FORT COLLINS, CO  
(2018 – 2020)

**Board Member**

Strategically steered planning, coordination, marketing, and execution of professional community events and activities, including driving all community and board communications, branding, and administrative operations.

- **Optimized public relations via press releases and multimedia interviews.**
- **Advised Founding Board on community marketing strategies and partnerships.**
- **Actively negotiated key contracts.**
- **Created results-generating marketing collateral (e.g., brochures, social media, website content).**

## PROFESSIONAL SYNOPSIS (CONTINUED)

---

PINECREST ACADEMY OF INSPIRADA CHARTER SCHOOL, HENDERSON, NV  
(2016 – 2018)

**Events Director | Athletic Director | Communications Director**

Spearheaded high-attendance coordination and management of facility rentals and contracts, including directing parent / staff communications, field trip planning / management, and development of creative marketing collateral. Excelled in multitasking with responsibility for maintaining documents, managing key budgets, and creating and maintaining business reports. Coordinated business travel. Oversaw updates for social media pages and website.

- **Successfully created and executed school fundraising programs.**
- **Created analytical reports for high-value budgets and fundraising.**
- **Developed and executed before and after-school educational and athletic programs.**

NEWS AMERICA MARKETING – A NEWS CORPORATION COMPANY, WILTON, CT  
(1998 – 2012)

**Regional Manager**

Applied strong leadership talents toward driving the conceptualization and development of programs, business strategies, client services, and systems initiatives, along with overseeing high-volume budgets, payroll, and expenses. Mentored and managed a highly skilled team of 28 District Managers, 36 Area Managers, and 400+ Merchandisers throughout 16 states. Led all recruitment, interviewing, and hiring of senior-level management. Objectively evaluated staff performance.

- **Created nationwide training programs and measurement tools.**
- **Drafted and distributed a new and popular national monthly newsletter.**
- **Led high-level client-, national company-, and employee-centric communications.**
- **Drove growth and expansion by developing and executing business plans and / or programs.**
- **Expertly managed client services, marketing, merchandising, and store services across 14 states.**

**Senior Events Director**

Led targeted corporate event planning for 5,000+ company employees and clients, including coordinating key logistics (e.g., accommodations, travel, food / beverage, audiovisual, event supplies / materials, promotional gifts).

- **Conceptualized and produced innovative event logos and dynamic materials.**
- **Developed and managed national meetings for 1,000+ employees and management.**
- **Cost-effectively monitored and control event budgets and negotiated contracts with venues and vendors.**

## EDUCATION

---

FRONT RANGE COMMUNITY COLLEGE  
(2023 – PRESENT)

**Degree 1: Associates in Business | Degree 2: Associates in General Studies | Certificate: Foundations of Business**  
**GPA: 3.83 | Expected Graduation Date: December 2025**

**President's List Honor Student | Alpha Tau Kappa Chapter of Phi Theta Kappa Honor Society Member**

**Excellent Professional References Provided Upon Request**