

JEANNE MCDONALD

Strategic Communications + Messaging Architect

Versatile communications professional with 10+ years of experience shaping brand narratives, strengthening internal alignment, and delivering impactful content across corporate, B2B, and B2C channels. Skilled in cross-functional collaboration, strategic messaging, and managing communications through organizational growth and change.

EXPERIENCE

Fitness Connection

Communications Manager | July 2021 – Present | Full Time

Lead social, digital, and internal communications to strengthen brand presence, improve member engagement, and support organizational goals. Oversee content creation, crisis response, and cross-channel messaging while managing the company's blog, website, and LinkedIn profile. Collaborate with internal teams and agencies to deliver consistent, impactful messaging across all touch points.

Highlights:

- Reduced negative social sentiment through an ambassador-led engagement strategy
- Contributed to the award-winning "My Everything Come True" campaign and 20+ sponsored TV segments
- Led branded communication planning and crisis response as primary contact
- Served as project lead for company website redesign and SEO optimization initiative

PrimeSource Building Products

Content Marketing Specialist | Mar 2021 – Jul 2021 | Contract

Developed compelling, brand-aligned content across digital platforms for both B2B and B2C audiences. Collaborated with agency and internal teams to refresh outdated materials and execute multi-channel marketing campaigns. Conducted in-depth research to support content strategy, SEO optimization, and audience engagement.

Highlights:

- Produced and maintained content for websites, email, and social media aligned with brand voice
- Executed digital campaigns supporting SEO/SEM, customer marketing, and product promotion
- Partnered with agencies and in-house stakeholders to shape strategic messaging and improve reach
- Conducted keyword and competitor research to identify performance gaps and growth opportunities

Conifer Health Solutions

Social Media Marketing Specialist | Feb 2020 – Apr 2020 | Contract

Managed content strategy and execution for corporate social media channels, aligning with brand objectives and internal stakeholder needs. Developed content calendars, supported campaign initiatives, and produced blog content tailored to the healthcare space. Tracked analytics and optimized posts for greater engagement and visibility.

Highlights:

CONTACT

806-206-5943

jeanne.mcdonald@icloud.com

McKinney, TX

jeannemcdonald.us

linkedin.com/in/jeannemcdonald/

AREAS OF EXPERTISE

- Strategic Brand Messaging
- Social Media Strategy
- Community Engagement
- Public Relations & Media Outreach
- Content Creation, Editing & Copywriting
- SEO & Web Content Management
- Crisis Communications & Reputation Management
- Email Marketing & Campaign Development
- Analytics, Reporting & Performance Insights
- Project & Stakeholder Management

EDUCATION

Master of Arts

- Major: Mass Communications
Texas Tech University
– 2020

Bachelor of Arts

- Cum Laude
- Major: Literary Studies
Minor: Philosophy
- University of Texas at Dallas – 2017

TOOLS & PLATFORMS

- Content & Design: Canva, Adobe Creative Suite, Figma
- Social Media Management: Buffer, Sprinklr, Chatmeter,

- Coordinated and scheduled social media content across Facebook, Twitter, and LinkedIn using Hootsuite
- Collaborated with internal teams to align content with HR, recruiting, and communications goals
- Created content for website and blog on Value-Based Care and Revenue Cycle Management
- Pulled and analyzed performance data to inform strategy and improve social engagement

Hilton

Social Media Analyst | Oct 2019 – Dec 2019 | Contract

Supported enterprise-wide social media audits, reputation management, and platform optimization across Hilton's global portfolio. Collaborated on content strategy, access approvals, and reporting to ensure alignment with brand standards and operational goals.

Highlights:

- Assisted in auditing and consolidating Hilton's social media footprint across hotel brands
- Created strategic content and engagement recommendations in support of corporate brand initiatives
- Supported social media reporting through regular performance scorecards and data-driven insights
- Ensured compliance with brand standards by managing user access requests and monitoring performance

Advantage Solutions

Communications Specialist | Mar 2019 – Jul 2019 | Contract

Developed and executed internal and external communication strategies to elevate brand visibility and stakeholder engagement. Managed social media, website content, media outreach, and event planning while collaborating with leadership on high-level messaging and reputation initiatives.

Highlights:

- Wrote website content, press releases, newsletters, and executive communications aligned with business goals
- Coordinated media relations, including interviews, statements, and press coverage
- Created social media standards and scheduled daily posts to optimize visibility and engagement
- Delivered social insights and listening analytics to inform content strategy and audience targeting

Meals on Wheels Collin County

Communications Specialist | Aug 2017 – Mar 2019 | Full Time

Served as a key member of the leadership team and official spokesperson, managing public communications, media relations, and digital strategy. Led efforts to expand brand visibility, support fundraising campaigns, and strengthen stakeholder engagement across multiple channels.

Highlights:

- Rebranded and rebuilt the organization's digital presence across the website and all major social platforms

HubSpot

- Analytics & SEO: Semrush, Google Analytics
- Email Marketing: Mailchimp, SendGrid, Club OS
- Project Management: Asana, Trello, Basecamp, ClickUp
- Web: WordPress, Webflow, Sanity, Cloudflare
- Communication & Support: Slack, Microsoft Office, Zendesk

AWARDS & RECOGNITION

- "My Everything Come True" Campaign – Contributed to an award-winning brand campaign recognized for excellence in creative execution and member engagement
- Fitlanta Launch Segment – Key contributor to the successful rollout of Fitness Connection's premier sponsored TV segment in Atlanta, GA
- Undergraduate Research Recognition – Finalist and presenter at the 2015 Undergraduate Interdisciplinary Student Research Conference
- Terry Foundation Scholar – Awarded prestigious scholarship for academic achievement and leadership potential

- Drafted public remarks, press releases, and talking points for the CEO and Board of Trustees
- Developed and executed social media campaigns, advertisements, and online reputation reports
- Managed crisis communications and translated complex organizational updates for media and public audiences

Enchanted Publications

Founder & Communications Lead | Apr 2013 – Apr 2022 | Part Time

Founded and operated an independent publishing and PR business supporting authors and creative professionals. Managed all aspects of communications, event promotion, social media strategy, and public relations while independently publishing thirteen novels under the brand.

Highlights:

- Published 13 novels and developed full marketing strategies for each release
- Created press kits, social campaigns, and promotional materials for clients and projects
- Planned and executed virtual and in-person book launches to maximize visibility
- Monitored social platforms and implemented analytics-driven strategies for reputation and audience growth

EVO Dealer Solutions

SEO Specialist | Feb 2008 – Aug 2009 | Part Time

Supported digital marketing efforts through SEO-focused strategy, content optimization, and competitive research. Collaborated with development and editorial teams to implement best practices and improve website visibility across search engines and local listings.

Highlights:

- Optimized landing pages and website content to improve search engine performance
- Conducted keyword discovery, link building, and competitor analysis to drive inbound traffic
- Advised on site architecture and content strategy to support SEO goals
- Managed and updated provider and location listings to enhance local search visibility

ADDITIONAL EXPERIENCE

Dearborn National

Customer Advocate | Jun 2011 – Jun 2012 | Full Time

Safety-Kleen Systems

Sr. Branch Administrator | Aug 2004 – Mar 2011 | Full Time

Held customer service and administrative leadership roles in healthcare and environmental services. Responsibilities included providing member support, ensuring regulatory compliance (including HIPAA), coordinating payroll and HR, and providing operational support across regional branches.