JENNIFER **GINELLI**

LinkedIn Profile

Skilled in Advertising, Market Research, Writing, Marketing and Graphic Design. Strong consulting professional with a Bachelor of Arts - BA focused on Advertising & Anthropology from Syracuse University. Expanding Web expertise with recent completion of the Penn LPS Coding Boot Camp program.

EXPERIENCE

DATES FROM MARCH 2017 – TO PRESENT

CONSULTANT, JC NIMBLE

Assisting small businesses with their marketing needs. Advertising, Brand Identity, Social Media & Website Management. Most recent project Brand Identity of HD Indoor Storage.

DATES FROM OCTOBER 1996 – TO SEPTEMBER 2002

SVP STRATEGIC PLANNER, BATES WORLDWIDE

Inspired brand strategy and creative product with consumer insights gained from traditional and non-traditional research techniques. Worked in Healthcare, Retail and Fast-Food sectors.

DATES FROM SEPTEMBER 1995 – TO OCTOBER 1996

MARKET RESEARCHER, BBDO WORLDWIDE

Conducted traditional tracking and advertising testing for clients. Authored Consumer Trend reports. Worked in Food, Home Products and Military Recruitment.

DATES FROM NOVEMBER 1994 – TO SEPTEMBER 1995

MARKET RESEARCH ANALYST, NEWMAN-STEIN, INC.

Create, analyze and report custom research solutions related to Product testing, Advertising tracking, and Brand awareness.

DATES FROM AUGUST 1993 – TO NOVEMBER 1994

MARKET RESEARCH ANALYST, KANTAR MILLWARD BROWN

Responsible for conducting and reporting proprietary Advertising development, effectiveness, and tracking research.

EDUCATION

MAY 1993

BACHELOR OF ARTS – BA, ADVERTISING & ANTHROPOLOGY

SYRACUSE UNIVERSITY

Cum laude

MAY 2019

PENN LPS CODING BOOT CAMP CERTIFICATE, FULL STACK WEB DEVELOPMENT

UNIVERSITY OF PENNSYLVANIA