

Vena Jensen Blitsch

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Online resume: <http://venajensen.weebly.com/>

Business website: vibrantinternetmarketing.com/ ~ LinkedIn: linkedin.com/in/venajensen

For list of current presentations, see <http://www.slideshare.net/VJenz/presentations>

Business Consultant, Project Manager, Internet Marketing

More than seventeen years of progressive, professional experience developing and managing programs, including social media marketing efforts. Experience ensuring operations meet quality assurance standards based on best practices. Highly-motivated professional with excellent leadership and communication skills. Exceptional interpersonal, writing and technical skills. Passion for excellence, attention to detail; organized. Able to prioritize and multi-task. Self-directed, demonstrated ability to interact on a daily basis with customers, managers, team members and vendors to accomplish established business objectives. Thrive in a six-sigma excellence environment. Passionate about social media marketing strategy and internet advertising. Compassionate and caring; strong values of social equity and environmental responsibility.

Areas of Expertise

Professional Sales Management ~ Customer Relations ~ Quality Driven Management

Project Design & Management ~ Budget Planning, Development, Forecasting & Oversight

Process Improvement ~ Research & Analysis ~ Strategic Planning

Fund Development ~ Grant and Proposal Writing

Marketing & Communications ~ Training & Presentations ~ Evaluation and Assessment

Quality Assurance Consulting ~ Group Facilitation ~ Stakeholder Collaboration

Administrative Services ~ Meeting and Training Coordination & Support

Expert MS Office Suite & MS Project Manager. Other Software Applications include: Accounting, CRM, Website Design, Social Networking, Blog Formats, E-Webinar & Meeting Platforms

Sustainability and Green Business Initiatives, Coaching and Consulting, Green Business Certifications

Demonstrated Accomplishments

- **Owner / CEO** of a successful **social media marketing business**
- **Developed** and **implemented** marketing activities for college department to maximize ROI of products and services, including social media marketing
- **Delivered** market-leading customer experience, business excellence and financial return through a quality-oriented culture and day-to-day application of quality assurance practices.
- **Reviewed** and **evaluated** program governance, administration and operations
- **Established** and **managed** a community-based program that spanned two counties with a revenue growth factor of 180% over a 17 year period.
- **Administered** \$2K zero-based budget, **ensured** achievement of established margins and operating income, compliance with GAAP, oversight of accounts P/R, purchasing, payroll and financial statements.
- **Reconciled** accounts and **recommended** funds flow strategies, capital expenditures, long and short term financial planning, trending and business plans to senior management.
- **Awarded** \$37.5K grant and proposal funds; **manage** multiple local, state and federal contracts.
- **Responsible** for development and documentation of internal department procedure to comply with institutional, state and federal policies.
- Efficiently **supervised** staff and **coordinated** personnel-related activities.
- **Coordinated** with and **lead** multiple internal and external cross-functional teams
- **Motivated** and **provided leadership** to staff, partners, stakeholders and Board of Directors.

- **Coordinated** trainings; hired, trained and supervised part-time instructor trainers and independent contractors.

Experience

Vena Jensen Blitsch, Self Employed Ridgefield, Washington (2008-Present)

Primary Projects:

Vibrant Internet Marketing www.vibrantinternetmarketing.com 10/2010 - Present

Create, implement and manage comprehensive social media strategies to define programs that use social media marketing techniques to increase visibility, membership and traffic across all brands. Experiment with new and alternative ways to leverage social media activities. Monitor trends in social media tools, trends and applications and appropriately apply knowledge to increase the use of social media for client companies. Strategize with and educate management teams and others across client companies on how to incorporate relevant social media techniques into the corporate culture and to use social media to promote the company's products and services. Measure the impact of social media on the overall marketing efforts to ensure a positive return on investment (ROI.)

National Association of Child Care Resource and Referral Agencies, Arlington, VA (2008- 2010)
Business Consultant

National professional association, leadership and public policy advocacy agency that advances the development and learning of all children in the U.S. Provides vision, leadership and support to 700 community child care resource & referral agencies nationwide.

Lane Community College, Eugene, Oregon (1991 - 2009)

Family Connections, Program Director, Project Manager and Marketing Manager

Developed and managed a community-based training / resource & referral program that served over 5,000 clients per year. Directed and managed marketing and outreach activities. Hired and managed a team of 6-10 professionals and over 15 trainers that provided high-quality educational services. Managed a \$1.9 million annual budget and served as administrator of grants and contracts. Served on boards and committees. Engaged community through social media marketing, publicity and public policy advocacy efforts.

Education & Training

Let's Get Social, Social Media Manager Training, Kate Buck Jr., Austin, TX (2011)

Ecological Consulting in Homes and Businesses, Certification, Green Irene, LLC. (2011)

Business Administration, Eastern Oregon University (2008-2009)

Business Management, Lane Community College, Graduated (2008)

Administration ECE Care and Education Programs, Wheelock College, Certification (1993)

Boards and Committees

Board of Directors, Oregon Child Care Resource & Referral Network (2008-2009)

Chair, Steering Committee, Annual Lane County Latino Family Conference, a community collaboration that included County Commission, school districts, city governments & multiple non-profits, (2007-2009)

Success by Six Leadership Team, United Way (2005-2009)

Steering Committee, Lane Early Childhood System Development, Lane County Commission for Children & Families (2004-2007)