**Jennifer McQuilken**

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**COMMUNICATIONS EXECUTIVE**

Empathetic communications leader who plans, develops, and executes holistic, integrated communications programs and campaigns. Develops and institutes protocols, best practices, and processes that increase efficiencies across diverse, global teams. Demonstrated experience of accelerating brand visibility, driving results, and inspiring action using the power of storytelling and thought leadership to elevate, inform, and engage target audiences. Serves as communications counselor and strategist to stakeholders. An even-keeled leader, bringing structure and calm to fast-paced environments.

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| *External Communications ∙ Crisis Communications ∙ Issues and Reputation Management ∙ Thought Leadership ∙ Storytelling Social Media ∙ Content ∙ Strategy ∙ Project Management ∙Internal Communications ∙ Writing ∙ Public Relations*  |

***Professional Experience***

**Global Communications Leader, Marine and Oil & Gas Divisions** **2018 to Present • Cummins, Inc. •** Remote

Recruited to align communications strategies and objectives to business goals for two divisions of a multinational Fortune 125 publicly traded company. Serves as trusted advisor to leadership, offering support for media appearances and securing thought leadership opportunities. Responsible for planning, executing, and measuring communications strategies and supporting campaigns including repositioning of divisions with alternative energy solutions. Leads internal communications, connecting diverse, global teams with each other and to our missions and goals.

* *Managing public relations and cultivating relationships with journalists, industry groups, and trade publications.*
* *Partnering across segments, regions, and functions to lead integrated external and internal communications initiatives.*
* *Serving on division leadership teams, supporting strategy work, business development, and industry relations.*
* *Managing a complex $1M+ annual budget, leading a global team of 4 direct and 10 indirect reports, external agency partners.*
* *Averaging ~$20K/year in equivalent earned social media for marine content through employee advocacy, first division of Cummins to implement this program*
* *Promoting and leading sustainability, ESG, and corporate social responsibility initiatives*
* *Developing the Marketing Maturity Assessment Model to demonstrate long-term progress on marketing communications activities across markets. Successfully piloted in 2021, deployed globally across Cummins in 2022.*

**Public Relations Manager
2017 to 2018 • Novant Health •** Charlotte, NC

Recruited to manage communications for 15 hospitals and one of the largest medical groups in the country. Responsible for external communication, crisis management, storytelling, and media relations. Serving as a spokesperson, led a team of 3 direct reports. Elevated brand awareness through positive coverage in one of the top 25 U.S. markets, garnering 2x the media exposure of the leading competitor.

*“Cool in a crisis, focused on teamwork. That's Jennifer McQuilken. I worked side-by-side with Jennifer for more than a year and consider myself lucky to be part of her orbit. She can parlay her relationships into results, calmly lead a team in moments of uncertainty, and navigate complex organizations and situations. She's my kind of colleague!” - Roland W., Novant Health*

* *Standardized PR operations, created handbooks, and monitored operations for increased efficiency.*
* *Through engaging storytelling, illustrated the remarkable care hospitals, doctors, and nurses provided to patients*
* *Built community engagement through educational messaging, community partnerships, and events.*
* *Handled emerging issues and potential crisis situations, providing strategic communications counsel.*
* *Managed publicity for high-visibility social responsibility and community partnerships with St. Jude’s Children’s Hospital, Michael Jordan, Chip Ganassi Racing Team, and Martin Truex, Jr.*

 **Regional Communications Officer
2014-2017 • American Red Cross •** Charleston, SC

Served as spokesperson for high visibility public relations issues, events, and initiatives, including major disasters, and other crisis situations. Managed crisis communication for events such as Hurricane Joaquin and subsequent statewide flooding, Hurricane Matthew, and various tornado outbreaks partnering with multiple state, local, and national agencies to provide compassionate care to those in need. Served as communications manager for the response to the mass-shooting at the Emanuel AME Church in Charleston, at the time the worst mass-shooting since Columbine.

* *Developed marketing, public relations, and communications plans for campaigns, events, and fundraisers (i.e., blood drives, financial donations, hurricane season, galas, etc.)*
* *Maintained proactive and positive online presence via listening, messaging, and ongoing measurement of social media and website, even during times of crisis*
* *Cultivated positive relationships with local media, community organizations, government partners, board members, and other key stakeholders*
* *Orchestrated fundraising events including galas, exclusive home tours, and other unique functions*
* *Mobilized a volunteer public affairs workforce throughout the state, offering training and support so members of the community could speak on behalf of the Red Cross with their local media. Established a 24-hour state-wide public affairs hotline, monitored by volunteers, to serve as a resource for Red Crossers in need of public affairs assistance or the media reaching out for information.*

**Technical Writer/Editor, USCG Maritime Law Enforcement Academy (MLEA)
2014 • Harkcon, Inc.•** Charleston, SC

Contracted as the technical writer/editor supporting the Coast Guard’s maritime law enforcement training facility. Developed training materials to support established courses and newly added curriculum. Instrumental in public affairs efforts, writing press materials, pitching local and national media, prepping commanding officers, and managing event logistics.

 **Director of Marketing and Administration
2011 to 2014 • Rosen Hagood•** Charleston, SC

Initially recruited as a marketing consultant, entrusted with increasing responsibility culminating in serving as the Director of Marketing and Administration overseeing marketing, public relations, human resources, finance, operations, and facilities.

* *Successfully completed a brand refresh balancing a rich 50+ year history and legacy in Charleston while modernizing it for the next generation*
* *Coached attorneys to maximize their digital presence and comply with SC Bar rules regarding advertising and promotion*
* *Managed administrative team of 10+ individuals, addressing issues between staff and attorneys*
* *Oversaw human resources, benefits management, and internal communications*

 **Owner – Marketing and PR Firm
2007 to 2012 • Silver Crescent Consulting •** Charleston, SC

Owned small business focused on providing strategic planning, social media management, community involvement, marketing, media, and public relations services. Clients included professional services firms, local, regional, and national non-profits, and companies within the tourism/hospitality industry.

***Early Career***

***National Crime Prevention Council and McGruff the Crime Dog*****•** **Marketing & Brand Manager | *The Borenstein Group* • Client Relations Manager | *Templar Corp* • Marketing and Project Manager | *iCommunicate* • Marketing Communications Specialist | *CommonWealth One Federal Credit Union* • Marketing Communications Specialist**

***Education & Skills***

**Florida Tech •** Bachelor of Science (BS), Communications, Technical Specialization

**Emergency Management Institute/FEMA •** Advanced Public Information Officer (PIO)
Incident Command Courses (ICS 100 – 300 series, 700, 800)

Six Sigma • Green Belt (Projected Completion 2022)

Public Relations Society of America (PRSA) • APR Candidate (Projected Completion 2023)

***Volunteer Leadership & Community Involvement***

**Sea Tow Foundation •** Boating Safety Advisory Council (2022 to Present)

**SaferBoater •** Co-Founder, Women’s Program Lead (2020 to Present)

**U.S. Fish and Wildlife Service •** Sea Turtle Conservation Volunteer(2015 to Present)

**United States Coast Guard Auxiliary •** Public Affairs Officer (2009 to 2015)