

JES GEARING

STRATEGIC COMMUNICATOR & PROJECT MANAGER

WEB: www.jesgearing.com

EMAIL: jmgearing@gmail.com

PHONE: 434.473.2873

EXPERIENCE

May 2017 -
Present

Lynchburg Water Resources - Lynchburg, VA

Public Information Officer & Assistant Project Manager

- Built the department's public information and civic engagement program from the ground up, including all online, print, and digital marketing efforts, media relations, internal communications, business relations, event coordination, customer service resolution, and the design, development, budgeting, and implementation of civic engagement strategies and programs such as:
 - *Social Media*: Created the department's social media accounts, resulting in over 1,000 organic Facebook followers in the first 18 months and a robust Twitter, Instagram, and NextDoor presence.
 - *Grease Friday and Game the Grease*: Created two distinct campaigns targeting the take-back and recycling of fats, oil, and grease into biofuel to reduce fatbergs and overflows in the City's sewer system. Each Grease Friday netted over 100 gallons and Game the Grease is an ongoing, year-round recycling program.
 - *ArtStorm LYH*: Developed and implemented the City's first community stormwater art program in which local artists paint City stormdrains with unique environmentally-focused murals that encourage "only rain down the drain."
- Serve as the senior strategic communications and outreach advisor for all utility and large-scale construction projects managed by the City, including the \$5M Fifth Street Corridor Utility and Streetscape Project, the Combined Sewer Program, and the \$17M joint Main Street Renewal Project between the City and Appalachian Power.
- Act as an Assistant Project Manager for all utility projects by reviewing construction plans, assisting in the development of traffic control plans, assisting in the development and coordination of project timelines and scope, troubleshooting potential issues with the public, and serving as a face-to-face liaison between contractors, engineers, project managers, and the public.
- On-call 24/7 for all emergencies, such as:
 - Fort Avenue sinkhole, 2017
 - Water main breaks and road closures, ongoing
 - College Lake Dam Crisis, 2018
- Coordinate projects across other City departments to ensure effective internal communication, project scheduling and execution, and communication with the public.

August 2012 -
Present

Jes Gearing Creative

Communications Consultant

Marketing consultant, writer, photographer, and graphic designer for creative agencies, municipalities, restaurants, and publications. Clients include Eddy Alexander, 434 Marketing, City of Roanoke, Visit Spartanburg, *The Roanoker*, *Local Quarterly*, *Local Palate*, *Blue Ridge Outdoors*, and *Life Outside*, among others.

EDUCATION

Hollins University Roanoke, VA

*Master of Fine Arts
Creative Writing, 2011*

Emory University Atlanta, GA

*Bachelor of Arts
English and
Environmental Studies,
High Honors, 2009*

SKILLS

Adobe Creative Suite

*InDesign, Illustrator,
Photoshop*

Microsoft Office

*Word, Excel, Outlook,
PowerPoint*

CRM

*Wordpress, Drupal,
Lucy, Salesforce,
Sharepoint, Deltek,
Asana, Maxhire, Wrike*

AWARDS & PRESENTATIONS

American Water Works Association, Virginia

*Excellence in Public
Information, Social
Media, 2018*

*Managing a Dam
Crisis and International
Media Attention, 2019*

United States Society on Dams

*Managing a Dam
Crisis and International
Media Attention, 2019*

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EXPERIENCE

August 2016 -
May 2017

Onward NRV (formerly the New River Valley Economic Development Alliance) - Blacksburg, VA

Marketing & Research Manager

- Led a comprehensive rebranding initiative, including a full build-out of website in Wordpress.
- Managed social media accounts including Facebook, Twitter, LinkedIn, and Instagram - all accounts experienced 50% growth during tenure.
- Managed website, developed blog posts, and track web analytics.
- Developed Powerpoint presentations and supporting documents for company prospect visits.
- Represented organization at tradeshow and networking events.

October 2015 -
January 2016

TRAX Energy Solutions - Lynchburg, VA

Marketing Manager

Was recruited to TRAX to build the marketing department from scratch. Began the rebranding process including website design (wireframes, graphics, and all written content), designing brochures, presentations, and tradeshow materials, and implementing a social media and online content strategy. Due to the loss of several large contracts at the corporate level, the Sales & Marketing Team was eliminated in 2016.

February 2014-
October 2015

Draper Aden Associates - Blacksburg, VA

Proposal Writer & Online Marketing Communications

- Wrote and managed proposal process from kickoff to final interview for the western half of Virginia (Federal, State, municipal, and private institutions).
- Managed and created all graphic and written content for the company's online presence including blog posts, social media, and website updates.
- Redesigned all Microsoft Word-based marketing materials in Adobe InDesign.
- Created graphics and written content for PowerPoint presentations, advertisements, conference boards, and industry publications.
- Coached colleagues on public speaking skills for proposal interviews and conferences.
- Took and edited all photos needed for projects and presentations.

October 2012 -
February 2014

Starlight Custom Apparel - Roanoke, VA

Marketing Communications, Graphic Design, and Sales Operations

- Developed online and print marketing campaigns.
- Lead graphic designer for custom cycling jerseys, shorts, and accessories.
- Managed all customer service, order processing, and shipping.

March 2011 -
October 2012

Valor Partners - Roanoke, VA

Marketing Communications

- Produced marketing materials for company including press releases and corporate fact sheets.
- Developed social media strategy and redesigned the website.

CERTIFICATIONS

Google

AdWords, Analytics

Public Relations Society of America

Crisis Communications

PROFESSIONAL INVOLVEMENT

Public Relations Society of America

*Board Member,
Director At-Large*

*Professional Advisor,
PRSSA Chapter, Liberty University*

REFERENCES

Available Upon Request