

# JEANNE KELLY BERNISH

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[Digital portfolio](#)

[LinkedIn profile](#)

## EXPERIENCE

### **Founder, Heather Hill Media Company - 2014 to present**

Strategic communications planning and execution with a primary focus on creating external or industry thought leadership and bringing greater visibility to expanded service or product areas. Media relations (traditional, social and digital), employee communications and multiple audience and channel messaging. Digital integration of web, social and digital properties. Newsletter, blog and website content strategy, media relations, speechwriting and video storytelling. Mentoring and developing communications staff.

*Current engagements:*

#### **Consultant to the President, Mayerson Academy**

##### **May 2015 to present**

Established new blog and social media footprint to expand audience and international presence for professional development organization. Channel strategy, social media coaching, editorial calendar planning, public relations communications and new product marketing support.

#### **Marketing Consultant, CoStrategix**

##### **March 2016 to present**

Defining and implementing the marketing strategy for global software product and service consulting firm. Website strategy, sales pipeline development, social media platform engagement, elevation of organic search and sector visibility. Charged with creating a vibrant talent pipeline process for technical staff in Bangalore, India.

### **Digital Media and Communications Manager, KnowledgeWorks - Nov 2009 to May 2014**

Created an external digital presence in conjunction with a national rebranding campaign. Led creation of new websites (Drupal) and blogs (Wordpress) for Foundation and its national subsidiaries. Positioned the organization as a change agent on the national stage using storytelling, social and digital media. Project management from concept through budget and distribution/launch. Cross team collaboration in an agile environment using both in-house and external development teams.

**Co-Owner of Bernish Communications, LLC - Sept 1997 to Nov 2009**

Freelance writer and public relations consultant for client companies in business services, construction, education and food safety. Advocacy communications. Correspondent for The Cincinnati Enquirer and Community Press and columnist for Cincinnati Business Magazine.

**Manager, Investor Relations, Structural Dynamics Research Corporation - 1996 -1997**

Developed, managed and executed corporate investor relations program for publicly traded engineering software firm with an international shareholder and customer base.

**Sr. Investor Relations Consultant, CTC, Inc. — 1993 - 1995**

Created investor and industry campaigns for analyst conferences and financial market presentations. CEO and CFO speech writing, investor relations earnings releases and copy for quarterly and annual reports.

**Bureau Manager, PRNewswire — 1988 -1992**

Opened the Cincinnati bureau of PRNewswire. B2B sales of electronic distribution to international media by paid wire, facsimile and email for small businesses, non-profits and Fortune 500 companies in Ohio, Kentucky and Indiana.

**VOLUNTEER ORGANIZATIONS**

**Girls Scouts of Western Ohio** Board of Directors (2014 - 2016)

**Anderson Township Little League** Board of Directors (2006 - 2008)

**Forest Hills Parents of Gifted Support** Executive Board (2005 - 2008)

**TechOlympics** Marketing and Public Relations Volunteer (2011- 2014)

**Partnership for Powerful Learning:** Committee Member (2010-2011)

**PUBLICATIONS**

Bernish, Jeanne Kelly. How to Build a Professional Digital Profile, Amazon 2012. Bernish,

Jeanne Kelly. Advocacy for Gifted Students, Davidson Institute 2008.

**EDUCATION**

Bachelor of Arts in English, Wittenberg University, Springfield, Ohio

One semester foreign study, Victorian Literature, Christ's and St. Katherine's Colleges, Liverpool, England.

