

# Jen DeMeyer

## Communications & Marketing Executive

 8935 NE 116th Place  
Kansas City, MO 64157

 (816) 301-2371

 [JenDeMeyer1@gmail.com](mailto:JenDeMeyer1@gmail.com)  
[Connect on LinkedIn](#)



## Summary

With the ever-evolving terrain in digital, visual and personal marketing opportunities, finding new ways to effectively engage and convert your audience can be a game changer. My entrepreneurial approach in combining traditional marketing practices and a knack for developing strong community relationships has proven to be a perfect recipe in driving both B2B and B2C sales.

## Community Engagement

### **Centurions Class of 2022**

Since 1976, The Greater Kansas City Chamber of Commerce's program has prepared greater Kansas City's emerging leaders

### **Kansas City Downtown Neighborhood Association**

Vice President - 2018-Present  
VP-Communications - 2015-2018  
Founding Member - 816 Day

### **Big Brothers Big Sisters**

Most Wanted Auction Honoree  
2019  
Rise Event Committee - 2020

### **REAP (Real Estate Associate Program)**

Fall 2018 Educator

### **Apartment Association of Kansas City - 2016-Present**

Communications Committee

### **Visit KC**

Downtown Dazzle Advisory  
Committee - 2016-2019

## Professional History



### **Better Stories Marketing**

Owner  
2019-Present

- Deliver marketing direction, creative copy, assessment and education for prominent Kansas City developers
- Create PR directive and press releases leveraging media relationships for greater exposure
- Institute Google Analytics tracking
- Design social media advertising and targeted audience
- Engage regional chambers and EDC's through event attendance, memberships and mutual connections
- Expanding on existing business and community relationships, grow awareness for new BCCM brand
- Assess employee aspirations for community engagement
- Refine mission statement and direction for expansion



### **BCCM Construction Group**

Vice President  
September 2019 -

- Created the public persona and sales direction for One Light & Two Light Luxury Apartments in Kansas City and One Cardinal Way in St, Louis
- Lead the implementation of strategic marketing, advertising and public relations plans, initiatives, programs and campaigns
- Identified new ways to engage digital and traditional marketing techniques, leverage media and social influencer relationships to economically and organically grow awareness and occupancy
- Oversaw brand assets and creative direction
- Recruited, trained and mentored new and existing leasing and hospitality employees
- Built & maintained community relationships through volunteerism, sponsorships, board representation and political activism
- Media spokesperson for live and recorded online, radio & television interviews
- Created engaging and descriptive copy for web, taglines, blog posts and social media
- Maintained current market knowledge across regions
- Proactively tracked national multifamily trends to look for new opportunities



### **The Cordish Companies**

Communications & Leasing Director  
- Multifamily Residential Division  
2014 - 2019

### **Awards**

**2017,2018**  
Apartment Association of KC  
-Best Social Media Presence  
-Marketing Director of the Year

**2015-2018**  
Company commendation annually for record setting sales growth

# Jen DeMeyer

## Communications & Marketing Executive

 8935 NE 116th Place  
Kansas City, MO 64157

 (816) 301-2371

 [JenDeMeyer1@gmail.com](mailto:JenDeMeyer1@gmail.com)  
[Connect on LinkedIn](#)



## Professional History

### Echelon Sports Armor

Outside Sales Rep  
2013-2014

- Prepared and delivered sales & instructional presentations online and in person to new and existing customers
- Maintained assigned account relationships while developing new accounts
- Processed all correspondence and paperwork related to accounts
- Consulted with company officials, sales teams, and advertising agencies to develop sales trajectory
- Identified new advertising markets through trade shows & market research and proposed products to serve them

### EPC Real Estate

Leasing Consultant - The Village at Mission Farms  
2012 - 2013

- Lead the lease-up for the area's first of its kind wrap-style multifamily community achieving stability ahead of schedule
- Conveyed the value and benefits of living at the property through digital and in-person communications
- Oversaw operations, maintenance, administration, and improvement of properties
- Created and executed engaging monthly resident events
- Prepared detailed budgets and occupancy forecasting for property management
- Established and maintained social media channels
- Updated website content
- Maintained resident relationships resulting in higher renewal rates

### Awards

**2013**  
Apartment Association of KC - Best Overall Property

## Education/Certifications

### Park University

Business Administration/  
Marketing

### National Apartment Association

National Association of Leasing Professionals Certification

## Expertise

- Public Relations
- Crisis Management Communications
- Relationship Building
- Networking
- Creative Writing
- Brand Messaging
- Social Media
- Innovative Strategic Planning

## References

Available upon request

## Media Sample

### [Blog Post for the KCADC](#)

### [Live Like the Fab Five - TV interview](#)

### [Charlie Brennan, voice of the St. Louis Cardinals, radio interview](#)

Making the Right Move - how luxury amenities at places like One Light and Two Light have played a role in the residential growth of downtown.

As part of a team of Kansas City advocates, we brought "Queer Eye" to Kansas City. See where they lived.

The second phase of Ball Park Village in St. Louis, One Cardinal Way, will make you a part of the Cardinals family. Listen to the third segment to learn more.