

# Jennifer Niehouse-Fox

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## Marketing | Communications | Training

A motivated, tenacious, organized Business professional with expertise in learning & development, marketing, and communications. Strengths include elevating leadership performance through training, problem solving, building relationships, and creating solutions for internal and external customers. Highly adaptable, flexible, and versatile team player committed to providing significant value to the organization.

### Top Career Accomplishments include:

- Created unique business plan which consisted of in-person and Zoom consulting services as well as selling a tangible product to create a rewarding customer experience.
- Left secure corporate job to launch a new solo business to partner with clients to enhance their professional image.
- Successfully operated solely owned business for 12 years with consistent year over year client and revenue growth.
- Awarded Kansas City Inspirational Influencer from International Association of Women in 2019.

## CORE COMPETENCIES

Strategic Marketing & Sales | Brand Management & Development | Project Management

Product Development | B2B & B2C Learning Plans | Budgeting & Expense Management

Advertising | Social Media | Customer Relationship Management

Communication | Leadership | Team Building | Training & Development

Microsoft Office Suite | Adobe Acrobat & Illustrator | DocuSign | Google Analytics

## PROFESSIONAL EXPERIENCE

Amazon Retail

2020-Present

### Learning & Development Ambassador

- Administered learning management system including scheduling sessions, registering participants in assigning instructors.
- Performed risk management to optimize efficiency.
- Supervised, trained, and managed associates and leadership team to strengthen performance.
- Evaluated individual and organizational performance to determine effectiveness of training.
- Created learning programs for B2C (individual clients) and B2B (corporations).
- Implemented effective customer service requirements and communications.

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2008-2020

### Professional Image Advisor (Owner & Founder)

*Creator of professional services firm dedicated to improving the corporate and personal brand for businesses and individuals.*

- Conceptualized, developed, and launched one of a kind customer service process.
- Increased revenue by 17% year over year in the first 5 years.
- Increased clients by 300% from inception.
- Managed annual budget of \$100,000.
- Successfully led projects to conclusion with attention to detail.
- Mentored and consulted diverse customer base to drive internal and external brand improvements.
- Developed partnerships with leaders of local businesses and non-profits to increase sales.
- Wrote and designed social media for targeted audiences.
- Crafted bi-monthly brand-focused corporate seminars with interactive PowerPoint presentations.
- Blogged weekly to connect to over 500 clients on Image, Fashion, and Leadership.

Hallmark Cards

1990 - 2007

**Marketing Publications | Packaging | Typography Designer III**

- Managed the concept and creation of greeting card product packages from start to finish.
- Designed monthly internal and external trends magazine, digital and print.
- Created holiday marketing materials distributed to more than 2,000 company and independently owned Hallmark Gold Crown stores.
- Extensive graphic design experience using Illustrator and Photoshop.
- Detailed package design for Hallmark Christmas Ornaments, Specialty Products, Plush Toys, Gift Wrap.
- Created over 25 Style Guides to freelancers and in-house designers for new product launches.
- Self-motivated with a strong capability of balancing multiple projects and producing deliverables within deadlines.
- Exceptional people skills with the ability to work effectively across discipline, role, department, and leadership level.
- Outstanding conceptual and problem-solving skills identifying trends, color, aesthetics and mixing of fonts and typography.

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**SPEAKING ENGAGEMENTS**

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- Presenter: 1 Million Cups, 2020
- Speaker: Professional Presence, Junior League, 2020
- Speaker: Professional Presence, Rockhurst Executive MBA, 2019
- Speaker: SHRM-JC Event "So You Think You Can Interview", 2016
- Speaker: Avila College Job Fair-Interview and Professional Appearance, 2015-16

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**OTHER**

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- Graduate of Kauffman Foundation FastTrac and Growth Venture programs
- Over a decade member of Central Exchange
- 2019 Influencer Award IAW (International Association of Women)

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**VOLUNTEER**

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- Student Mentor: UMKC Regnier Institute for Entrepreneurship and Innovation
- Student Mentor: GreenWorksKC

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**EDUCATION**

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**Bachelor of Science, Human Environment Sciences with Minor in Journalism & Communications**

University of Missouri | Columbia, Missouri