

Jenny Conway Fisher

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Summary

I'm an experienced change-maker with a passion for empowering teams to unleash collaboration and creative problem solving. As a brand and experience strategist, I believe thoughtful communication and user-focused marketing can create moments of surprise and delight for every kind of target audience.

Skillset

Brand & Marketing Strategy
Strategic Planning
Creative Direction
Identifying Goals, KPIs & Tracking ROI
Insight Gathering and Competitive Analysis
Leadership & Team-Building
Cross-Discipline Collaboration
Budget Planning & Management
Content Strategy & Editorial Planning
Managing Partner & Stakeholder Relationships

Education

Bachelor of Fine Arts, with Distinction | University of Calgary

Employment History

Platform Calgary - Director, Brand and Marketing | 2022 - 2023

- Launched a brand evolution initiative and a content marketing and PR strategy to establish the new Platform Innovation Centre as an important civic asset and a gathering place where entrepreneurs and founders get connected with Calgary's tech community
- Led the marketing team (three direct reports) in the execution of integrated B2B and B2C brand awareness campaigns and event marketing tactics
- Refined and optimized Platform's digital communications channels (newsletters, blog, membership portal, websites, social media) with a focus on data evaluation and reporting, to advance strategic intelligence for business development and customer experience
- Spearheaded and facilitated strategic partnership initiatives, including the inaugural Indigitech Destiny Symposium highlighting Indigenous leaders in Alberta's technology sector
- Contributed strategic insights as a member of Platform's Senior Leadership Team; advanced Platform's organizational plan and OKR framework, vision for corporate culture, HR and recruitment processes, membership strategy, and internal communications

Glenbow Museum - Director, Communications and Marketing | 2020 - 2022 Manager, Marketing and Communications | 2013 - 2020 Interim Manager, Marketing | 2011 - 2012

- Led a virtual, cross-departmental team to pivot Glenbow's programming to the pandemic-responsive #GlenbowFromHome digital strategy. #GFH reached over 888,500 audience members with 50 online programs and activities, including long and short-form videos, interactive social media posts, user-generated content, and virtual education experiences
- Initiated a user-experience and accessibility-focused website strategy and led a fundraising initiative that succeeded in securing a private donation of \$100,000 to design and build Glenbow's new website, launched in May 2020
- Managed Glenbow's 2013 rebrand, beginning with audience and market research through the design and implementation of the new brand. Brand marketing campaigns were designed to convert positive but passive community sentiment into a larger audience of activated, engaged fans. Glenbow saw a 62% increase in admissions revenue between 2013 and 2020, hitting \$1M in admission revenue for the first time in 2018
- Planned and managed a \$300,000 annual marketing budget and directed Glenbow's traditional and digital marketing strategies, PR and media relations efforts, as well as member, sponsor and stakeholder communications
- Led, motivated and mentored an internal graphic design, marketing and media relations team (four direct reports) in the design and production of all brand assets and execution of marketing and communications tactics

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Toolkit

Microsoft Office, Keynote,
Google Workspace

Adobe Creative Suite

Email Marketing Software
(Mailchimp, Emma)

CMS Software (Hubspot)

Social Media Dashboards
(Sprout Social, Hootsuite)

Google Ads and Analytics

Professional Development

Rainforest Circles
Leadership Learning
Program - 2023

Sankofa/Sled Island Anti
Black Racism Workshop for
Arts Sector Workers - 2021

Disney Institute Leadership
Symposium - 2019

Museums and the Web
Conference - 2018

Rozsa Foundation
Executive Arts Leadership
(REAL) Program - 2018

Nielsen Norman Group
Usability Week U/X
Conference - 2010

Glenbow Museum - cont'd

- Developed community outreach opportunities and led sponsor activations for programs including Free First Thursdays, Community Day, Launch Parties, and the Dear Glenbow collecting initiative
- Oversaw partnerships and collaborations with civic organizations such as Tourism Calgary, Calgary Economic Development, Calgary Downtown Association, Travel Alberta and Calgary Attractions Group
- Implemented data reporting tools and supported staff training on Google Analytics, SEO best practices, social media data evaluation, CMS software, audience research and media tracking platforms
- Co-chaired Glenbow's first anti-racism and equity committee, which was tasked with reviewing institutional policies and systems through the lens of decolonization and inclusion
- Worked in close collaboration with Glenbow's SLT to advance organizational planning, brand value proposition, and corporate culture, advise on risk mitigation strategies, and manage crisis communications
- Led the design, copywriting and editing of strategic fundraising communications and sponsorship proposals, including Glenbow's annual appeal, advertising campaigns for Glenbow's signature annual fundraising gala "Schmancy" (2013-17), the national-level 2022 Glenbow Reimagined renovation campaign and the JR Shaw Foundation proposal, which resulted in a transformative \$35-million donation and endowment
- Managed Visitor Services functions of the museum during the COVID-19 pandemic, including vetting and commissioning Glenbow's new online ticketing platform

University of Calgary, Qatar Faculty of Nursing - Marketing Specialist | 2009-2011

- Led a cross-cultural team in Qatar to develop marketing and public relations campaigns (including The Calgary Stampede in Doha event) that made a significant impact on local perceptions about nursing as a career and increased student enrollment in the University of Calgary - Qatar nursing degree program
- Produced *Nurses Against Zombieism* online Flash video game, a digital marketing tool to raise awareness of the Qatar nursing campus and influence the image of nursing amongst young people in the Middle East

University of Calgary, Faculty of Arts - Communications Manager | 2008-2009

- Managed marketing and communications for the Music and Visual Arts Departments; implemented a fine arts department branding campaign (earned and paid media) which increased public awareness and attendance at departmental performances and exhibitions

Nonfiction Studios Inc. Design Agency - Account Director | 2005-2008

TBWA Calgary Advertising Agency - Account Coordinator | 2003-2005

- Managed client relationships and new business proposals, project management of strategic advertising campaigns and creative studio workflow