



# BERNADETTE JACOBS

STRATEGIC MARKETING LEADER

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Dear Hiring Manager,

With over 15 years of experience in strategic communications and marketing, I have developed a robust skill set that enables me to drive impactful narratives and deliver measurable results across diverse industries. My expertise extends to high-level executive communications, including preparing detailed reports and dynamic presentations for boards of directors, executive teams, and public commissions.

Throughout my career, I have consistently demonstrated my ability to craft compelling content and develop targeted marketing strategies that resonate with various audiences and drive engagement. At HERO House NW, as the Director of Digital Engagement & Communications, I lead strategic initiatives that enhance our digital presence and improve engagement metrics through innovative multi-channel campaigns. This role underscored my capability to manage and enhance marketing operations while aligning them closely with organizational goals.

As Head of Communications & Digital Systems at the Public Defender Association, I managed digital operations and strategic initiatives that required extensive cross-functional coordination. My efforts were pivotal in deploying new technologies and process improvements that boosted data-driven decision-making and streamlined internal communications. Furthermore, I regularly prepared and delivered presentations and reports to our executive teams and boards, ensuring clarity and strategic alignment in our communications.

My approach to marketing and communications is data-driven and collaborative, focusing on quantifiable outcomes and continuous improvement. I am skilled in utilizing CRM systems, digital analytics, and project management tools to optimize operations and increase efficiency. My strategic insights are complemented by a proven ability to advise and collaborate with executive teams, ensuring that marketing and communications strategies align with broader business objectives.

I am eager to contribute my strategic insights and operational expertise to your organization and am available at your convenience for a discussion.

KINDEST REGARDS,

BERNADETTE JACOBS  
bernadette@bkjacob.com  
(425) 405-0323



# BERNADETTE JACOBS

STRATEGIC MARKETING LEADER

## CONTACT

 (425) 405-0323  
 bernadette@bkjacob.com  
 10700 NE 4th St. Bellevue, WA 98004  
 Bernadette Jacobs / bkjacob

## EXPERTISE

Brand Development & Core Messaging  
Marketing Operations  
Thought Leadership Strategy  
Internal & External Communications  
Program & Project Management  
Digital Graphics & Web Design  
Crisis & Leadership Communications  
Digital Infrastructure & CRM Development  
Multi-channel Content & Marketing Strategy  
Board Governance & Reporting  
Special Events Management  
Earned media & Stakeholder Strategy  
Industry & Product Research

## EDUCATION

UNIVERSITY OF WASHINGTON  
BA - Society, Ethics, Human Behavior, | 2006

## CERTIFICATES

DIGITAL MARKETING  
eCornell | 2021

STRATEGIC STORYTELLING  
eCornell | 2020

ORGANIZATIONAL LEADERSHIP  
Northwestern University | 2018

NONPROFIT MANAGEMENT  
eCornell | 2014

## PROFILE

Innovative and strategic marketing operations leader with over 15 years of experience in developing and implementing growth strategies, aligning with executive goals, managing cross-functional teams, and improving business processes in high-paced environments.

## WORK EXPERIENCE

### Director of Communications & Development

HERO House NW December 2021-Current

- Developed comprehensive multi-channel marketing and communications strategies aligned with nationwide agendas, enhancing brand identity and stakeholder engagement.
- Spearheaded the adoption of new CRM and project management tools, enhancing operational efficiency and team collaboration across teams in multiple locations.
- Oversaw the development and implementation of strategic plans, KPIs, and SOPs, driving a 32% increase in web traffic and a 64% rise in social media engagement.
- Mobilized \$720,000 in funding through innovative development strategies and events, supporting sustained organizational growth.

### Head of Communications & Digital Systems

Public Defender Association September 2019-June 2021

- Developed and executed public policy campaigns, providing strategic advisement to executive leadership on operational efficiencies and market positioning.
- Led digital infrastructure projects, including CRM mapping and intranet overhauls, improving data accessibility, project tracking, and internal communications platforms, significantly improving process alignment and data utilization.
- Facilitated strategic planning and alignment of marketing operations, resulting in a 140% increase in web traffic and successful legislative advocacy.

### Strategic Communications & Development Consultant

Mobilink Telecom Independent Consultant Jan. 2015 - Sept. 2019

- Designed and implemented comprehensive brand and marketing strategies, including digital transformations and rebranding efforts across multiple platforms.




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## LET'S CONNECT

 [www.bkjacob.com](http://www.bkjacob.com)

 Bernadette Jacobs / bkjacob

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 [bernadette@bkjacob.com](mailto:bernadette@bkjacob.com)

## CORE COMPETENCIES

- **Strategic Marketing Operations:** Skilled in managing marketing processes, data-driven funnels, and operations using strategic models, focusing on driving team alignment and executing go-to-market strategies. Advanced skills in brand messaging, content strategy, and automation tools.
- **Executive Leadership & Communications:** Expertise in organizational capacity building, strategic planning, and CRM management. Strong capability in advising senior management to align strategic initiatives with business objectives.
- **Business & Operational Planning:** Expertise in strategic goal setting, budget management, and enhancing business processes through innovative technology solutions.
- **Team Leadership and Development:** Proven track record in managing direct reports, teams, and volunteers, including managers and staff in dotted-line roles. Experienced in training teams and deploying cross-functional applications and business tools.
- **Process Improvement:** Extensive experience in initiating and mobilizing new business processes, optimizing operational efficiencies, and leveraging technology to meet evolving business needs, ensuring comprehensive and cohesive resources are available for cross-functional collaboration.

- Consulted on strategic planning, digital marketing initiatives, and operational structuring. Led the deployment of new digital tools and systems for nonprofit clients, enhancing their operational capacities and securing \$1.6M in funding for a new corporate foundation.

### Executive Development Director

Island Hospital Foundation

Sept. 2007 - Aug. 2014

- Oversaw major gifts and capital campaigns, raising over \$5M. Implemented new donor management systems and led strategic planning sessions, improving stakeholder engagement and fund management practices.
- Directed a \$800k+ budget and multiple teams, achieving significant improvements in data management and donor engagement, leading to a 22% increase in new donors.
- Provided regular status reports to executive leadership and stakeholders, including public commissioners, department heads, medical staff, and community liaisons.

### Programs, Operations & Marketing Manager

Giant Campus, Inc.

Oct. 2006 - Sept. 2007

- Developed capacity-building initiatives, including training programs, working groups, and retention campaigns resulting in a 28% increase in staff retention.
- Led operational and marketing strategies, introducing new project management systems and marketing campaigns, increasing engagement and program funding.

## SERVICE, TRAINING & ENGAGEMENTS

### Facilitator / Speaker

- Engaging Your Board in Fundraising, CFNPS Regional Conference - 2014
- Cause Marketing & Development, AHP WA State Conference - 2013
- Strategic Nonprofit Branding & Communications, AHP WA State Conference - 2012

### Additional Certifications

- CFRE - 2014 (expired) Certificates: Capital Campaigns, Grant Writing, Social Media, Board & Volunteer Development, Budgeting & Financial Statements

### Service & Affiliations

- Bellevue Breakfast Rotary Club, Past President Anacortes Rotary
- Chamber of Commerce Member: Bellevue, Newcastle, Seattle, Bothell, Issaquah



# BERNADETTE JACOBS

STRATEGIC MARKETING LEADER

## REFERENCES



**JAMES WIRTH**

Sr. Director, Strategy & Growth Marketing  
Citation Labs | Seattle, WA



(425) 405-0323



jameswirth@live.com



James Wirth



Letter of recommendation



**KEVIN MEENAGHAN**

Executive Coach, Ret. Commanding Officer  
US Navy, Anacortes, WA



(360) 391-2846



kevin@wardroomsuccess.com



Kevin Meenaghan



Letter of recommendation



**JOCIE SLEPYAN**

English Composition Professor  
Skagit Valley College | Mount Vernon, WA



(360) 320-2606



jslepyan@gmail.com



Jocie Sleyan



Letter of recommendation



**TERI CHADWICK**

National Director of Development  
Clubhouse International | Seattle, WA



(212) 583-1275



tchadwick@clubhouse-intl.org



Teri Chadwick



Letter of recommendation



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STRATEGIC COMMUNICATIONS LEADER

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## WORK STYLE & PERSONALITY

MYERS BRIGGS / 16 PERSONALITIES

# ENFJ

## PROTAGONIST

ROLE: DIPLOMAT / IDEALIST / ENVISIONER / MENTOR / GIVER

### STRENGTHS

*Tolerant, Reliable, Charismatic, Altruistic, Natural Leader*

*"Charismatic and inspiring leaders, able to mesmerize their listeners, Protagonists are genuine, caring people who talk the talk and walk the walk, and nothing makes them happier than leading the charge, uniting and motivating their team with infectious enthusiasm. "*

### WEAKNESSES

*Overly Idealistic, Too Selfless, Imposter Syndrome, Sensitive, Struggle with Tough Decisions*

## BEST CAREERS:

*Altruistic and communications careers with strong social and mission/values focus. Examples include social work, counseling, advising, marketing, creative work, teaching, religious work, leadership, and consulting.*

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