

# JENNIFER DEBARGE - GOONAN

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## EXPERIENCE

A dedicated communications professional with over 15 years of experience in public relations and marketing for many consumer lifestyle brands.

## CONE COMMUNICATIONS

11/2006 - Present *Senior Supervisor for various brands Ben & Jerry's, Yoplait, Nestle Waters North America, Keurig, Wisk, Green Giant, lululemon athletica (not capitalized)*

Manage overall account management, staffing and integrated marketing campaigns that have built stronger consumer awareness, engagement and leadership in the marketplace.

- Launch ongoing and successful brand and product launches that includes introducing lululemon athletica in the US and launching Nestle Waters North America's first premium water through a multi-year, integrated marketing campaign.
- Lead strategic direction and execution to garner high media, blogger and social media visibility that leads to greater consumer awareness and sales.
- Develop marketing and public relations programs that incorporate smart collaborations with like-minded non-profit partners, online influencers and celebrities.
- Deep knowledge of event planning and execution for a range of high-profile launches and audiences.
- Ability to think quickly and creatively to leverage current events to heighten brand awareness via social media and media relations.

## TJX COMPANIES - MARSHALLS and T.J. MAXX

1/2005 - 10/2006 - *Company Spokeswoman for Marshalls/Media Relations Manager*

7/2003 - 1/2005 - *Company Spokeswoman for Marshalls/Media Relations Supervisor*

Serve as the company spokeswoman and primary media contact for Marshalls' national and local print, television and radio interviews.

- Oversee all aspects of Marshalls' U.S. and Hispanic public relations programs regarding fashion, home decor and store openings by generating positive exposure and positioning the brand as an off-price leader.
- Responsible for leading one U.S. market agency and two Hispanic public relations agencies to successfully fulfill their marketing initiatives and goals.
- Develop cause marketing and product placement programs from local events to national television programs.
- Manage budgets, financial planning as it relates to all communication initiatives.
- Supervise junior staff career training and development.
- Collaborate with internal creative services to develop high-impact press and online collateral to support the brand leading to placements from *USA Today* to *Glamour* magazine.

## CONE COMMUNICATIONS

2/2000 - 7/2003- *Senior Account Executive for the Timberland, Ecco and Jiffy Lube accounts*

Supervised national and regional editorial coordination of six product lines, which include men's, women's and children footwear, apparel, gear and accessories. Activities included the development of strategic proposals and budgets for a broad range of marketing communication initiatives such as, new product launches, product placement programs and events.

- Supervised partnership with the Jimmy Fund that resulted in a Bell Ringer award for producing an engaging in-store video to generate a point-of-sale reaction from consumers.
- Attained outstanding relationships with key editors and stylists to position Timberland as one of the leading global lifestyle brands. Media coverage has resulted in over 200 million media impressions in national and trade media outlets such as, *Esquire*, *Sporting Goods Business*, *The New York Times*, *E! Entertainment Television* and *MTV*.
- Wrote press collateral for in-store promotions, trade shows and national, local and trade media outreach.
- Developed and executed several highly successful press events in New York City to further showcase Timberland's products and new technical innovations.

## **REGAN COMMUNICATIONS**

1/1999-2/2000 *Account Manager*

9/1998-1/1999 *Account Executive*

Managed public relations, client relations, and marketing initiatives for *New Balance*, *State Street Bank Corporation* and the *Boston Herald*.

- Developed public relations strategies, programs and collateral that resulted in greater visibility and increased sales.
- Created and implemented the first national marketing and public relations campaign for New Balance's participation in the Susan G. Komen Race for the Cure for breast cancer.
- Executed strategic pitches to the different media outlets and maintain regular contact with key editors and producers.
- Coordinated and facilitated national, regional and local media requests for newspaper, radio and television reporters. Market and publicize an array of public relations events, such as celebrity and executive appearances, symposiums and product launches.

## **SHANDWICK INTERNATIONAL/GOLIN HARRIS COMMUNICATIONS**

March 1998-September 1998 *Assistant Account Executive*

January 1997-March 1998 *Account Coordinator*

Supported the implementation and execution of communication plans for Compaq Computer Corporation's Worldwide Services Division.

- Managed media relations efforts for three individual Services divisions including editorial opportunity identification, pitch development, as well as writing and placement of articles in trade publications.
- Recommended appropriate industry trade shows and submitted executives as keynote speakers.
- Organized press tours and developed briefing books for executives.

## **EDUCATION**

University of Hartford - Bachelor of Arts

Communications major - dual minor in public relations and mass communication

Other related experience: Office of Connecticut's Attorney General, E! Entertainment Television, Paramount Pictures