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Add Request



Request Info
Category: City Clerk - Form Name: Application for Appointment to City Board, Committee or Commission
[Request ID: 274176] [Lookup ID: BZ7D98]
Department: Administration - Division: City Clerk

<p>Request Location Edit Address</p> <p>Street Address: _____ City / Zip: _____ / _____</p>	<p>Citizen Contact Information Edit Contact Info</p> <p>Citizen Name: Jennifer Fawkes Email: _____ Phone 1 / Phone 2: _____ Address: _____ City, Zip: Visalia, CA 93292 Contact Method: E-Mail</p>
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[View Location Map](#)

Request Details [Information provided by Citizen]
 Please review the following handbook:

How many years of being a Visalia Resident?: **35**

Are you a Visalia Registered Voter?: **Yes**

List any training and/or experience: **Marketing, Communication, ad design, press release writing, media relations, social media manager**

Education-school, major, graduation date & degree: **Saint Mary's College of CA - BA History University of Missouri at Kansas City - MA Education Administration**

Additional skills and/or interests: **Sports, travel, concerts**

Community activities in which you are involved: **Kiwanis**

Service on a City Board, Committee or Commission: _____

Present Occupation: **Tulare County Public Information Officer and Board Representative**

Name of Employer: **Tulare County**

Work Address: **2800 W Burrel, Visalia**

Work Phone Number: **559.636.5010**

Potential Conflicts: **No**

If Yes, explain in detail any potential conflicts: _____

First Choice for City Board/Committee/Commission: **Parks & Recreation Commission**

Applicable qualifications and experience: **Grew up playing rec league sports, played adult slow pitch**

Goals for this appointment: **Make sure we continue to have great parks for our residents and encourage healthy options to people of all abilities**

Second Choice for City Board/Committee/Commission: **Citizen**

Applicable qualifications and experience: **Public information work, constituent case work**

Goals for this appointment: **Help share congratulations and concerns to keep Visalia vibrant for residents and visitors**

Third Choice for Board/Committee/Commission: **Historic Preservation Committee**

Applicable qualifications and experience: **History major in college**

Goals for this appointment: **Help retain our heritage and identity**

Agree or Not Agree: **Agree**

Resume: [View Attachment](#)

Male or Female: **Female**

Ethnic Category: **White - includes White, Anglo-Saxons, Europeans, and person of Indo-European, North Africa or Middle Eastern origin.**

Staff Request Admin [Edit Admin](#)

Request ID:	274176	Priority:	Normal
Received/Entered:	11/14/2024 3:27:15 PM	Status:	Received
Target Complete Date:	11/18/2024	Color Flag:	---
Actual Complete Date:	---		
Request Source:	Internet (N)		
Original Assigned Staff:	Dangerfield, Rachel Gomez, Jennifer		

[Add Request To Case](#)

Staff/Citizen Action Log [Show/Hide Action Log](#)

New Staff Action	Email	Letters
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No Staff/Citizen Actions have been added

Contact

www.linkedin.com/in/jenniferfawkes
(LinkedIn)

Top Skills

Punctuation
Plain Language
Presentations

Publications

County of Kings
Six Tips For Effectively Promoting an Event

Jennifer Fawkes

Tulare County Board Representative & Public Information Officer
Visiting, California, United States

Summary

Results-driven, prefer to do well by doing good. Focused on solutions, creative ideas, and great communication. Experienced content generator, event manager, social media marketer, media relations pro. I've made a career by helping to improve organizations through hard work, creating efficiencies, and developing teams.

Experience

County of Tulare
Board Representative & Public Information Officer
April 2023 - Present (1 year 8 months)

- County Public Information Officer (PIO)
- Social Media content development, audience growth
- Website content
- Community relations
- Event coordination and representation
- Emergency Operations Center PIO

International Agri-Center®
6 years 7 months

Marketing Manager
June 2021 - April 2023 (1 year 11 months)

Marketing IAC events and rental facilities through paid and earned media. Handle media and external communications including press releases, media interviews, social media, email marketing, website content, and more. Responsible for World Ag Expo® show guide content, coordinating Top-10 New Products Contest, and seminar programming. Designed the 2021 digital trade show, World Ag Expo® Online, to connect our exhibitors and attendees during COVID-19. Direct media coordination for VIP visits: 2018 - US Secretary of Agriculture Sonny Perdue, 2019 - NASA Administrator Jim Bridenstine, 2020 - American Farm Bureau President Zippy Duvall, 2023

- Speaker of the House Kevin McCarthy and members of the House Ag Committee including Chairman GT Thompson.

Marketing Manager

June 2018 - June 2021 (3 years 1 month)

Tulare, Calif. Dept. of Ag-Gifts

Marketing IAC events and rental facilities through paid and earned media. Responsible for Exhibitor Services and sales of booth space for World Ag Expo®, California Antique Farm Equipment Show®, and Harvest Festival. Handle media and external communications including press releases, media interviews, social media, email marketing, and more. Responsible for World Ag Expo® show guide content, coordinating Top-10 New Products Contest, and seminar programming.

Sponsorship Manager

October 2016 - June 2018 (1 year 9 months)

Tulare, CA

Responsible for Sponsorship and Exhibitor Services for managed shows including World Ag Expo and California Antique Farm Equipment Show. Actively prospecting, updating show standards and developing my team.

CIPS Marketing Group, Inc.

Director of Sales & Marketing

January 2016 - January 2017 (1 year 1 month)

- Project Management
- Website and Social Media content development and communication
- Retail ad sales and revenue
- Distribution services lead sourcing and support
- Customer relationship development and management
- Conference prep and attendance
- Internal marketing and communications

The Napa Valley Register

2 years 5 months

Circulation & Classified Advertising Manager

March 2015 - December 2015 (10 months)

Napa, CA

Responsible for three revenue producing departments - circulation, inside classified, and Real Estate & Auto advertising. Focused on subscriber acquisition and retention in circulation, developing the best local print and digital marketplace in classified, and strengthening real estate revenue

through improved print and digital offerings. The overarching themes for all departments was audience development/retention and growing revenue.

Circulation & Inside Classified Manager August 2013 - March 2015 (1 year 8 months)

Napa, CA

Responsible for two revenue producing departments - circulation and inside classified. Focused on subscriber acquisition and retention in circulation and developing the best local print and digital marketplace in classified. The overarching theme for both departments was audience development and retention.

- Instituted circulation mail campaign that produced a 1.8% response rate from non-subscribers
- Added and maintained marketing presence on Napa Valley Register Facebook and Twitter feeds
- Inside sales team exceeded 2014 revenue plan by 3%

The Sentinel & Lee Central California Newspapers 9 years 1 month

Director of Advertising & Marketing
March 2012 - August 2013 (1 year 6 months)

Leeville, CA

Responsible for a \$3.4 million print and digital advertising budget and a sales team of four outside multimedia consultants, three inside sales specialists, one major/national account sales manager, and one administrative assistant. Continued to lead the three designer creative team and developed internal and external brand management for The Sentinel and Lee Central California Newspapers via multiple channels with an emphasis on social media.

- Grew digital retail advertising an average of 95% per month in second and third quarters of 2012.

Director of Marketing & Regional Customer Care Center July 2009 - March 2012 (2 years 9 months)

Napa, CA

Developed internal and external multi-channel communication plan for LCCN with emphasis on social media. Lead creative team and worked with advertising department to develop sales collateral, present market data and

develop events. Coordinated with IT and Editorial to develop and implement social media strategy. Responsible for digital advertising growth and product rollouts.

Directed the creation and performance of regional inbound circulation call center. Team of 17 CSRs and one center manager handled more than 10,000 calls seven days per week with a 5% abandon rate or less.

Marketing Manager
March 2007 - July 2009 (2 years 5 months)

Leadville, CO

Lead The Sentinel's community outreach and sponsorship program, managed creative team and supported other departments by fulfilling design and brand strategy needs.

Classified and Online Sales Manager
November 2006 - March 2007 (5 months)

Leadville, CO

Supervised seven member Classified and digital sales team while implementing new digital product rollouts, directing key account negotiations and growing revenue by 6%.

Circulation Sales Manager
March 2006 - November 2006 (9 months)

Leadville, CO

Grew year-over-year circulation by 2.5%, grew single copy vendor locations by 5%.

Newspapers In Education Coordinator
August 2004 - March 2006 (1 year 8 months)

Leadville, CO

Developed newspaper classroom resources for teachers, developed and presented NIE training and sold sponsorships to support the program.

International Agri Center
Office Assistant
September 2003 - August 2004 (1 year)

Leadville, CO

Contracted trade show space, designed publications, signage and credentials, directed volunteers and coordinated freight delivery for world's largest agricultural trade show.

UMKC

Graduate Assistant Softball Coach

August 2001 - June 2003 (1 year 11 months)

Kansas City, Missouri

NCAA Division I assistant softball coach specializing in outfield and slap hitting. Organized nationwide travel schedule, designed strength and conditioning program and outfield practices. Responsible for recruiting visits, camps/clinics and equipment.

Education

University of Missouri-Kansas City

Master of Education - MEd, Administration - Sports
Management · (2001 - 2003)

St. Mary's College of California

Bachelor of Arts (B.A.), History · (1997 - 2001)