



JENNY O'BRIEN

MARKETING AND COMMUNICATIONS PROFESSIONAL

PROFILE

I am a well-rounded Marketing and Communications professional with over 20 years of experience. I have a diverse background that includes building a successful business from the ground up. Attention to detail, consistency, efficiency, and ensuring that every piece I create stands out with quality, creativity, and professionalism is always at the forefront of my work. I feel that my qualities and skills, combined with my entrepreneurial spirit, make me a valuable asset to any organization. I am also passionate about volunteering and community involvement.

EXPERIENCE

BUSINESS OWNER

Dreams Dance Academy, www.dreamsdance.com

2012 - 2024

- Built a highly sought after dance school from the ground up. Went from 0-150 students in less than 1 year, by creating a business and dance program that stood out in an area that is highly saturated with dance schools. By 2023, enrollment had grown to 420 students.
- Managed print, digital, and social marketing initiatives. Ensured consistent brand identity and messaging
- Designed and created materials for print and digital platforms. Included, but not limited to: E-marketing, newsletters, postcards, website design & maintenance (and basic SEO), social media, blog, & brochures.
- Developed and implemented innovative programs and initiatives for effective student retention, as well as customer satisfaction and loyalty.
- Implemented effective marketing and branding to attract new students and build enrollment
- Hired, trained, and managed a team of 15 instructors and office staff. As well as a Student Leadership Academy of 20-25 students each year.
- Created handbooks for office staff, instructors, parents, and student leadership academy to ensure consistency with all policies and procedures.
- Developed curriculum for all ages and levels (ages 2- 18), to ensure consistency among all instructors and proper instruction and progression amongst students.
- Raised over \$20,000 over the years for various non-profit organizations, both locally and nationally.
- Expanded physical location 3 times in just 7 years, due to quickly growing enrollment from 2012-2019.
- Created a virtual studio and platform during the pandemic, which included additional educational opportunities students and parents could take part in virtually.
- Managed all financials including budgets, payroll, and ensured increased profitability each year, even with the added expenses from increased enrollment.

MARKETING MANAGER & SCARECROW FEST COORDINATOR

St. Charles Convention and Visitors Bureau

2006 - 2012

- Promoted St. Charles as a destination for both business and leisure travelers
- Created e-marketing materials such as newsletters, email blasts, and blog postings
- Designed print marketing materials such as postcards, brochures, and visitor guides
- Managed digital marketing: social media, visitstcharles.com, and scarecrowfest.com. TV monitors
- Wrote media releases, blog posts, and articles for travel magazines
- Represented St. Charles for radio, TV, and newspaper interviews, as well as at trade shows
- Created and marketed itineraries for group tour market
- Planned annual Tourism Breakfast and other CVB events
- Coordinated annual St. Charles Scarecrow Fest

TRAINING COORDINATOR

Kumon National Training Department

2004-2006

- Planned local and regional conferences and events, including one international
- Negotiated contracts with vendors and hotels
- Marketed events and training sessions
- Created marketing and training materials such as flyers and newsletters

CONTACT

📞 630.975.3032

✉️ jenny@liveyourdreamoutloud.com

📍 St. Charles, Illinois

🌐 [linkedin.com/in/jennyobrien18/](https://www.linkedin.com/in/jennyobrien18/)

RELEVANT PROGRAMS

- Canva
- Wix
- Microsoft Suite
- Adobe Suite
- Google Suite
- Constant Contact

RECENT ACHIEVEMENTS

- Member of the Year, 2021. International Dance Entrepreneurs Association (I.D.E.A.)
- Guest alumni panelist for ISU School of Communication "COM Week," 2018 and 2023
- Mentor for INCubator Program (Entrepreneurship class) at St. Charles East., 2019 and 2022
- *The Success Principles* [Certified Trainer](#)
- Founder of [Live Your Dream Out Loud](#)
- Developed and released [Pop-Up Camp planners](#) nationwide, in partnership with Rhee Gold's Dance Life
- Guest speaker for online training seminars for I.D.E.A. members: Topics such as *Creating a Student Leadership Academy*, *Summertime Strategies*, and *Dancing Through Tough Times*.
- Monthly "Tip Tuesdays" for I.D.E.A. members
- Wrote many articles for *Dance Studio Life Magazine*

EDUCATION

Illinois State University, 2003

B.S. Mass Communications, with a Concentration in Print Journalism

Minor in Writing

DESIGN PORTFOLIO

Portfolio www.liveyourdreamoutloud.com