

# JENNIFER KLENK

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## KEY QUALIFICATIONS

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- MBA Marketing
- 4+ years Online Education/Distant Learning
- 5+ years eMarketing/Sales
- 7+ years Opening and Operating Multi-Million Dollar Entertainment Venues
- 7+ years Guest Service Management
- 8+ years Classroom Instruction (Corporate)
- 10+ years Survey/Data/Demographic Research and Analysis
- 10+ years Digital/Multimedia Marketing
- 15+ years Retail Management
- 15+ years Event Marketing Experience
- 20+ years Management Experience
- Personally Trained 1000+ Team Members
- Created, Taught and Implemented Corporate Training Curriculum
- Skilled at Adapting Teaching Curriculum to Incorporate All Modes of Learning Styles

## HIGHLIGHTS

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- Leadership Development
- Education Presentations
- Media Marketing
- Account Management
- Competitive Marketing/Research Analysis
- Advertising
- Trade Show Exhibition
- Financial Reconciliation
- Operations Management
- Audio/Video Production
- Event Marketing

## ACCOMPLISHMENTS

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Quality Sales Award (6 Awards) - *Edutrek LLC*

Top Referrals - *Grand Canyon University*

Bronze Telly Award (2 Awards) - *20th Annual Telly Awards*

Bronze Chris Award (2 Awards) - *Columbus International Film Festival*

Silver Angel Award (5 Awards) - *Angel Awards; Hollywood, CA*

## EXPERIENCE

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### SALT LAKE COMMUNITY COLLEGE

Salt Lake City, Utah

#### Assistant Professor

08/2015 to Current

- Courses:
  - MKTG 2350 Retail Management: Flipped; Lecture; Hybrid; Online
  - MKTG 1910 Event Marketing: Flipped
  - MKTG 1030 Intro to Marketing: Lecture
  - MKTG 1010 Customer Service: Lecture; Online
  - BUS 1010 Intro to Business: Hybrid; Online; Lecture
  - BUS 1050 Foundations of Business: Lecture; Online
  - MGT 2950 Business Leaders Forum: Lecture; Online
- Adjunct Courses:
  - MKTG 2350 Retail Management: Lecture
  - MKTG 1010 Customer Service: Lecture; Online
  - BUS 1010 Intro to Business: Lecture
  - BUS 1050 Foundations of Business: Online
  - MGT 2950 Business Leaders Forum: Online

**EDUTREK LLC**

Sandy, UT

**College Search Advisor; Team Lead; Mentor**

12/2009 to 03/2015

- TEAM LEAD 08/2011 - 02/2012; 01/2014 - 05/2015
- Trained and Mentored Lead Generation Teams
- Classroom Instruction for Transition Teams
- Consistent Stat Leader for Lead Generation/Cold Call Marketing Campaigns
- Led Award Winning Sales Teams
- Won Several Individual Quality Awards

**EDUTREK LLC**

Salt Lake City, Utah

**Account Manager**

02/2012 to 12/2013

- Implemented Lead Generation, eMarketing Campaigns
- Managed Affiliate and Direct Partner Accounts
- Project Liaison between Clients and Tech Team
- Negotiated Media Contracts
- Research/Data Analysis for Lead Media Optimization

**LARRY H. MILLER'S MEGAPLEX THEATRES**

Several Locations, Utah

**Theater Management**

10/1999 to 08/2007

- Opened and Operated Three of the Highest Attended Theaters in the State of Utah
- Direct Management 65+ Employees
- Indirect Management 150+ Employees
- Media Marketing and Event Planning/Execution
- Optimized Product Placement to Maximize Profit Potential
- Payroll Management
- Created Department Budget Projections
- Daily Financial Reconciliation
- Event Operations and Marketing
- Research/Survey Analysis and Execution

**LARRY H. MILLER'S MEGAPLEX THEATRES**

Sandy, Utah

**Training Manager (Corporate)**

01/2004 to 03/2006

- Created and Implemented Corporate Leadership/Business Management Curriculum for Megaplex Theatres
- Implemented Team Member Training Program
- Taught New Hire Orientation
- Taught Leadership Development Courses
- Planned and Executed Corporate Awards and Events
- Personally Trained over 1000 Team Members
- Implemented Employee Mystery Shopper Recognition Program
- Implemented Employee Awards Program

**BONNEVILLE WORLDWIDE ENTERTAINMENT**

Salt Lake City, UT/Los Angeles, CA

**Production Coordinator/Producer**

04/1996 to 02/1999

- Managed Product Library (including PBS televised documentaries; BBC MASTERPIECE THEATER collections; the WONDERWORKS series; Emmy Award winning programs and Academy Award winning media)
- Produced Commercial Campaigns for Academy Award/Emmy Award Winning Product
- Implemented Product Digital Conversion and Color Grading
- Trade Show and Event Marketing

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**EDUCATION**