

# JESSICA ANAVIM

## CONTACT INFORMATION

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## AREAS OF EXPERTISE

*Analytics, Branding, Content Marketing, Corporate Communications, Digital Strategy, Email Marketing, Executive Communications, External Communications, Internal Communications, Interpersonal Communication, Leadership, Negotiations, Project Management, Presentations, Public Relations, Public Speaking, Research, Social Media Marketing, Stakeholder Management, Web Design, Writing.*

## EDUCATION

JOHNS HOPKINS UNIVERSITY

- MBA, Leading Organizations  
Expected Graduation: May 2022

UNIVERSITY OF CONNECTICUT, MAY 2013

- Bachelor of Science, Business Marketing
- Certificate in Global Business Leadership

## CERTIFICATIONS

- Mental Health First Aid, Valid Through May 2022

## RELEVANT EXPERIENCES

- International Association of Business Communicators (IABC)  
Member, 2019 - Present
- IMA Women's Leadership Group  
Founding Member, 2017 - Present
- Women Advocating Leadership at Kaman  
Member, 2016 - Present
- Internet Marketing Association (IMA)  
Member, 2015 - Present

## COMPUTER LITERACY

- Analytics Platforms (Google Analytics, Matomo)
- Coding (HTML, CSS, Basic JavaScript)
- CMS (Drupal, Wordpress)
- CRM (Microsoft Dynamics, Salesforce)
- Design Software (Adobe Creative Cloud)
- Email Service Providers (MailChimp)
- Microsoft Products (MS Project, Office)
- Operating Systems (Mac OS, iOS, Windows 10)
- Social Media Management (Hootsuite, Sendible, Sprout Social)

## WORK EXPERIENCE

JANUARY 2018 - PRESENT

Senior Corporate Communications Specialist  
Kaman Corporation, Bloomfield, CT

*Set branding and communications strategy for the Kaman organization at the corporate level, working with senior executive leaders to create messaging content for both internal and external stakeholders. Travel often with senior leadership to locations around the globe understand business needs. Provide subject matter expertise on several committees across the organization to ensure effective internal communications to a diverse workforce comprised of both desk and non-desk workers. Implement major digital marketing and social media initiatives across the company.*

AUGUST 2016 - JANUARY 2018

Corporate Communications Specialist  
Kaman Corporation, Bloomfield, CT

*Set internal and external communications strategy for Kaman Corporation, parent company to Kaman Aerospace and Kaman Distribution Groups. Worked with c-suite executives to create communications materials, presentations, and talking points for major company events. Liaised with stakeholders across the corporate, Aerospace, and Distribution businesses to ensure consistent messaging and branding throughout the global organization. Graduated from Kaman's Rising Star Mentoring Program.*

OCTOBER 2013 - AUGUST 2016

eMarketing Specialist

Kaman Industrial Technologies Corporation, Bloomfield, CT

*Managed, developed, and executed all digital marketing efforts for the Kaman Distribution Group, a \$1.2 billion organization. Increased the number of active email subscribers by over 530% and monthly emails by 350%. Established and sustained a strong social media program, increasing followers by 5,600% over two years. Increased blog site visitors by over 530% and decreased bounces by 40% between 2014 and 2015.*

MAY 2013 - OCTOBER 2013

Social Media Marketing Intern

Kaman Industrial Technologies Corporation, Bloomfield, CT

*Responsible for developing and administering the newly-established Kaman Industrial Technologies social media plan. Designed and launched the Industrial Knowledge Zone blog program. Increased Facebook reach by over 500% in less than one month, and attained highest overall social media engagement rates.*

MAY 2012 - AUGUST 2012

Marketing Intern

Andor Technology, South Windsor, CT

*Qualified, categorized, and assigned inbound leads to the sales funnel. Maintained and updated CRM while data mining to find potential customers for campaigns and leads. Researched Federal Government RFQ and other sales opportunities.*