

JENNIFER FERRERO, APR, CC

Switch Up, Inc. dba Switch Up Consulting | www.switchupinc.com | 509-795-0978
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OBJECTIVE | As a nationally accredited public relations professional, it is my objective to serve businesses in the Inland Northwest with strategic public relations services that will enhance their communication to publics, increase awareness for their businesses, and change perceptions and behaviors.

SKILLS & ABILITIES | Senior-level strategic public relations planning, tactical marketing implementation, media support and press releases/pitches, objectives development, market research and results audits, SWOT analysis, publics development, customer surveys and focus groups, copy writing, art direction, video production, executive and corporate messaging, presentations and training, marketing placement and interviewing.

EXPERIENCE | **PUBLIC RELATIONS CONSULTANT SWITCH UP CONSULTING** | OCTOBER 2015 – CURRENT
PRESIDENT SWITCH UP WEB & MARKETING | MARCH 2011 – OCTOBER 2015
PUBLISHER MERMAIDS OF THE LAKE E-ZINE | NOVEMBER 2008 – AUGUST 2010
CEO SPOKANE WEB COMMUNICATIONS | APRIL 2001 – DECEMBER 2008
CORPORATE COMMUNICATIONS TELECT | MARCH 1996 – MARCH 2001
PROFESSIONAL WRITER & CONSULTANT VARIOUS PUBLICATIONS | SINCE 1993

EDUCATION | **COMPETENT COMMUNICATOR AWARD (CC)** | TOASTMASTERS INTERNATIONAL, July 2017
CERTIFICATE OF ACCREDITATION (APR), NEW YORK NY | PUBLIC RELATIONS, JUNE 2016
SPOKANE COMMUNITY COLLEGE, SPOKANE WA | BUSINESS COACHING AND MENTORING CERTIFICATION, 2013
BOISE STATE UNIVERSITY, BOISE ID | BACHELOR OF ARTS IN COMMUNICATIONS, 1997

LEADERSHIP & MEMBERSHIPS | **VP OF PUBLIC RELATIONS AND MEMBER, TOASTMASTERS** | LIBERTY LAKE #399, SINCE 2016
SPONSORSHIP CHAIR AND MEMBER, PUBLIC RELATIONS SOCIETY OF AMERICA | SPOKANE CHAPTER, MEMBER SINCE 2015
MEMBER, GREATER SPOKANE VALLEY CHAMBER OF COMMERCE | SPOKANE VALLEY, SINCE 2011
COMMUNICATION COMMITTEE CHAIR AND MEMBER, CAREER & TECH ED ADVISORY | SPOKANE VALLEY, 2011-2015
AWARDS JUDGE AND MEMBER, SPOKANE MARCOM ASSOCIATION | SPOKANE, SINCE 2001
NEWSLETTER EDITOR AND COMMITTEE SECRETARY, BOY SCOUTS OF AMERICA, TROOP 413 | OTIS ORCHARDS, WA, 2011-2015

AWARDS & RECOGNITION | **VARIOUS 10+ SPEECHES, EVALUATIONS, LEADERSHIP ROLES, TOASTMASTERS, 2016-CURRENT**
WOMEN IN BUSINESS LEADERSHIP AWARD, BOZZI MEDIA | SPOKANE, 2013
BEST WEB DESIGN FIRM, BOZZI MEDIA | SPOKANE, 2013
WEBSITE DEVELOPMENT & COMMUNICATION AWARDS, SPOKANE MARCOM ASSOCIATION (VARIOUS) | 2001-2008