



Jennifer Masse
Strategic Communications Professional
www.jennifermasse.com

Contact: 484.832.4823
hirejjm@gmail.com
[Linked IN profile](#)

“I've publicized and marketed just about everything from burgers to biotech, NASDAQ stocks to software, hi-tech gadgets to hot tubs and hit Hollywood films.”

Jennifer Masse is an accomplished business leader with an extensive business, marketing and sales and technical background from 25 years of experience across multiple industries.

She is also a video and film marketing consultant with projects such as 20th Century Fox's \$60M blockbuster hit SON OF GOD (Mark Burnett from Shark Tank and Roma Downey from Touched by an Angel) and the award-winning independent film Brother's Keeper with Travis Tritt (USA Network's Real Country).

With a strong base of creative skills, digital marketing expertise and sound business acumen gained from experience and a Master's Degree in Business Management, she's helped companies such as:

- **McDonald's, Comcast Cable and Delta Airlines**
- **20th Century Fox, City of Philadelphia, Locate in Scotland**
- **Astra Zeneca and Leukemia Society of America**
- **Advertising Agencies in New York and Philadelphia**

In addition, she's worked with business and consumer trade associations including Biotechnology Innovation Organization, Eastern Technology Council and National Spa and Pool Institute to successfully raise industry awareness and grow membership.

Ms. Masse launched and edited *Technology Times*, a 48-page newspaper featuring the Philadelphia region's high-tech industry and achieved 40% ad space in four years against an industry average of seven. The newspaper laid the groundwork for today's popular media outlet called *Technically Philly*.

She developed sales and marketing strategies for the nation's first "Food and Design Expo," in partnership with the American Institute of Architects for the hospitality and industrial kitchen design industries.

Plus, she branded a high-tech image for the country of Scotland, mostly known for sheep, whisky, golf and tartan into Europe's elite high-tech hub, recognized globally as Silicon Glen.

Ms. Masse is also a motivational speaker on topics such as "Resilience: Turn toil into treasure," "Where's my pony?" and "Stop and eat the blue marshmallows."

-end-