

JENN CALAWAY

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EXPERIENCE

Lifestyle Barcelona ~ Event Design Summer 2017

Designed a full-scale conference in Barcelona, Spain for a well-known destination management company

Researched industry trends and statistics to determine the most financially viable future conference themes

Investigated local venues, vendors and providers to craft a scrupulously detailed and highly profitable budget

Enhancer Creative ~ Production 2012-present

Produce socially responsible and impactful events, company videos and speaker reels for entrepreneurs

Deliver high quality product on stringent deadlines, ensuring complex timelines come together seamlessly

Pair the precisely appropriate talent to each contracted project, balancing a plethora of skills and personalities

TEDxBoulder ~ Event Production 2012 - 2016

Executed a two-thousand venue, large-scale production to ensure an immaculate attendee experience

Managed a team of nine videographers, their logistics and facilitated a wide range of technical requirements

Responsible for highly detailed overall event organization and the editing of all TEDxBoulder videos

U.S. Marine Corps ~ Public Relations 2006-2012

Regularly broadcasted video of live combat events in Afghanistan to CNN, NBC, BBC, and Al-Jazeera

Covered 45 international military events, producing more than 290 video news packages in my career

Worked directly with base commander as international relations advisor to produce 37 events

PROJECTS:

Produced the Cleveland launch of a multi-city experiential marketing campaign for Camp Bow Wow, putting customers inside the experience of the brand, collecting 14,000+ leads

Served as a key overall producer and team lead for the 2017 WILD Summit symposium, a women-focused leadership conference gathering more than 500 prominent professionals through LEEDS School of Business

Interned at ECHOS Brand Communications, completing daily media outreach and establishing valuable influencer relationships, collecting a plethora of sophisticated approaches to traditional PR

EDUCATION

Public Relations Major, Technology, Arts and Media Minor ~ University of Colorado Boulder

Studied event production, public speaking, social media, graphic design and layout, social innovation, data analytics, brand strategy, relationship management, creative strategy and marketing campaigning

SKILLS

Soft: Leadership training both in the civilian (Conscious Leadership Group) and military sectors. Public speaking experience to audiences of 1200+. Highly organizational with a keen ability to prioritize and delegate. I am a producer at heart and thrive on utilizing resources and talent to bring people together.
Hard: Adobe Creative Suite, Final Cut Pro, Apple iWork, Microsoft Office, Graphic Design principles

AWARDS

Thomas Jefferson Award ~ the highest honor for journalism/storytelling in the Department of Defense
Two-time Merit Award recipient ~ the highest honor for broadcast journalism in the U.S. Marine Corps

ABOUT

Passionate about veteran advocacy | Boulder County Jail: Mentor | Phoenix Multisport: Volunteer | Non-Traditional Students Society (#nontraditionalstudentshavemorefun) | Yoga | MTB | Snowboard