

JENNIFER HOWE

Communications and Marketing Director

St Petersburg, Florida

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[LinkedIn profile](#)

HowePR.com

EXECUTIVE PROFILE

- Experienced communications leader with deep understanding of executive and employee communications
- Trusted advisor to senior leaders on corporate messaging and business strategy communications
- Cross-functional expertise in Diversity, Equity and Inclusion, crisis communications, thought leadership, media relations and issues management
- Experience leading high-performing strategic communications teams

EXPERIENCE

Communications Lead, North America

Jabil St. Petersburg, FL

08/2020 – present

- **Lead internal and external communications in North America** for Jabil's global corporate headquarters in St. Petersburg and all sites in U.S. and Canada
- **Lead Diversity, Equity and Inclusion** global communications
- **Develop and deploy global Crisis Communications** strategy and resources
- **Lead global HR communications**

Communications and Marketing Director

Greenway Health Tampa, FL

09/2019-04/2020

- Developed and executed Greenway's **first internal communications strategy** including redesigning company intranet, managing all communications channels and producing town hall meetings.
- Created and launched company's **Corporate Social Responsibility program** to increase employee engagement with nonprofits in their communities and amplify Greenway's brand awareness and reputation in the healthcare IT industry.
- Developed **Thought Leadership strategy** to position executive team as industry leaders through media interviews, bylines and speaking engagements.

Communications Director

American Cancer Society Tampa, FL

06/2013-09/2019

- Developed and executed marketing and communications strategies, branding, video production and social media content creation to drive engagement with the Society in Southwest Florida. (*Achieved 47% increase in engagement across social media channels*).
- Developed comprehensive public relations campaigns to increase awareness of the Society. (*Achieved 26% increase in earned media coverage*).
- Created messaging involving breakthroughs in cancer research, screenings and education that is easily understandable by the media and the public.
- Served as SME in the technical, conceptual and content development of business collateral.

Founder

Howe Communications St. Petersburg, FL

2009-present

- Brand Development and Reputation Management
- Executive Communications Consulting
- Employee Communications Strategy Development

Anchor/Reporter

WTSP (CBS) St Petersburg, FL

01/1996 - 10/2008

- Received awards for excellence in journalism from The Associated Press, The Society of Professional Journalists and The National Academy of Television Arts and Sciences.
- Achieved #1 Weekend Newscast in Tampa Bay for 8 years.

EDUCATION

Michigan State University

B.A. Journalism