

JENIFER COOPER

1985–1993: After graduating from Agnes Scott College with a degree in sociology, Jenifer spent eight years on the campus working in the Office of Admission where she served as director of admission her last two years. She increased first-year applications by 11% in one year, the African-American student population by 124% over six years and the adult student population by 47% in five years. Her expertise was in recruitment publications, adult education recruitment, multicultural recruitment programs, outreach initiatives, and alumnae admission programs.

During her tenure at Agnes Scott, Jenifer introduced a two-week summer program for high school students and was among one of the first, nationally, to use an interactive CD as a recruiting tool back in 1993. Additionally, she co-chaired the Committee on Community Diversity, served on the college's Institutional Planning Committee, and the Alumnae Board.

1993–1999: Jenifer spent the next five years with Melia Design Group as vice president and led their marketing and new business development efforts. She coordinated complex interactive and print projects for such clients as The College Board, Emory Healthcare, Harley-Davidson, VH1 music network, Turner networks and Blue Cross & Blue Shield. She was the producer and winner of a Telly award for a Harley-Davidson licensed video documenting 450 bikers who made an historic two-week trip across Route 66—herself on the back of a Harley for the 2,300-mile trip.

1999–2001: As director of marketing and corporate development for Carnegie Communications, an educational publishing and consulting company outside of Boston, Jenifer was responsible for launching an international recruitment magazine and establishing the company's Creative Services division. She also designed the new corporate identity, managed the development of their first corporate website and formed a critical alliance with the European Council for International Schools to launch a new magazine, *American Colleges & Universities*.

2001–Present: As a business owner, Jenifer's strength lies in developing comprehensive communications programs and seamlessly integrating messages across media. She is a passionate creative director and lead designer on every project she produces. Her range of clients include colleges and universities rich in history, Fortune 100 corporations, nonprofits dedicated to serving underrepresented populations, and startup businesses.

IN A NUTSHELL

Marketing and ideation strategist
Award-winning graphic designer
Creative Director | Designer | Writer | Video Producer

Founding board member of The Museum School of Avondale Estates, the first museum school in the state of Georgia and ranked as the number one K-8 charter school in Georgia based on the 2017 College and Career Readiness Performance Index (CCRPI).

AWARDS

Mercer University, 2015

CASE Award of Excellence: Outstanding Fundraising Video
Aspire: The Campaign for Mercer University (\$400M capital campaign)

Cabarrus County Schools, 2012–2017

Cabarrus County Schools, North Carolina School Public Relations Association
2017 Gold Award: Annual Report, Strategic Plan Brochure and Poster
2015 Gold Award: Annual Report
2013 Gold Award: Digital LookBook and Annual Report

Mercer Law School, 2010

CASE Award of Excellence, Magazine Redesign and Total Program

Bennett College for Women, 2004

CASE Award of Excellence, Viewbook

Iona College, 2003

Gold CASE Awards, Viewbook and Recruitment Series

Kennesaw State University, 2001

CASE Grand Award winner, Alumni Magazine Category

Harley-Davidson, Inc., 1997

Telly Award, Producer
Ridin' Route 66