

JENNIFER M. LEE

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Passionate about nature, the arts, learning, and sharing life enrichment with people of all ages and backgrounds, I offer multi-dimensional leadership and project management experience with a well-rounded set of skills. My mission is to serve with joy and creativity.



SKILLS & EXPERIENCE

Planning, Promotion & Fundraising

- Created and managed events and campaigns for causes dedicated to the environment, history, and the arts.
- Developed and implemented strategic organizational, fundraising, and communications plans to establish programs and grow membership, media exposure, and community participation.
- Delivered public presentations to wide array of audiences, from workshops to panels of professionals to hundreds of event attendees.
- Established relationships with non-profits and community efforts to enhance publicity, cooperation, and organization.

Writing & Photography for Print, Broadcast, and Social Media

- Created articles, publicity pieces, invitations, and booklets for print and web media.
- Wrote letters for fundraising, community-building, recruitment, and negotiation.
- Cultivated regular communications with print, radio, television, and internet media outlets.
- Wrote, photographed, and edited print and on-line newsletters.
- Created Facebook pages and simple websites for events and small business.
- Features and column writer and photographer for the *Clarke* monthly print and on-line newspaper.
- Photographer for public and private events - Watermelon Pickers' Festival, Barns of Rose Hill, art shows, community celebrations, and more.
- Host of *Celebrate Clarke County* Facebook page (over 1,900 followers) featuring photographs from around the county.

Management, Administration, and Finance

- 20+ years experience overseeing communications, finances, database management, and general accountability of non-profit and for-profit businesses.
- Created strategic plans and policy handbooks for non-profit administration and event management.
- Established and adhered to organizational and project budgets.
- Recruited and directed diverse volunteer bases.
- Implemented new software systems and databases for fundraising and inventory tracking.
- Created and managed multiple successful fundraising campaigns and events.

(over)

EMPLOYMENT HISTORY (1999 – 2022)

Freelance consultant, project manager, writer, photographer – February 2013 - present

Executive Director, *American Conservation Film Festival*, Shepherdstown, WV,
February 2018 – September 2022

Development & Communications Director, *American Conservation Film Festival*,
Shepherdstown, WV, April 2014 – February 2018

Executive Director, *Blue Ridge Wildlife Center*, Boyce, Virginia, June 2012 - December 2012
Annual Fundraiser Event Organizer, 2013 & 2016

Executive Director, *Clarke County Historical Association*, Berryville, VA, March 2005 – May 2012
Manager, *Art at the Mill* art show and sale, Millwood, Virginia, June 2006 – May 2012
(*Art at the Mill* is the primary fundraiser for the Clarke County Historical Association)

Proprietor, *Full Moon Plantscapes*, small garden design & installation, Berryville, Virginia,
April 1999 – January 2005

Office Manager, *Virginia Native Plant Society*, Boyce, Virginia, August 1999 – April 2000

EDUCATION

George Mason University, Fairfax, Virginia, B.A., Communications, 1991

Clarke County High School, Berryville, Virginia, 1986

Master Gardener Certification, 2004 | Beekeeper School, 2016

TECHNICAL SKILLS

Proficient in PC and Mac word processing, accounting, desktop publishing, photo editing, spreadsheets, and database management: *Word, Excel, Lightroom, Quickbooks, PowerPoint*, specialty databases, e-mail marketing services.

OTHER

Featured Artist, spring 2005 - *ArtReach* public school program, Boyce Elementary School – designed, built, and planted pollinator garden at school and introduced it to students.

Star Leadership Selection Committee Member, 2007 – Winchester Star Scholarship
Contributor (writer & reader), 2008, *This I Believe* Community Book Series, Winchester, VA

Project Manager, 2006-2014, *Riding Through History: Exploring Clarke's Colonial Roads*, in cooperation with Dr. Matthew Mackay-Smith & Clarke County Historical Association

Consultant, 2019, Potomac Riverkeeper Network, Shenandoah Watershed Vision project

Board Member, 2005-2006 - Millwood Community Association, Inc.

Board Member, 2011-2012 – Blue Ridge Wildlife Center

Board Member, January 2022 – present - Barns of Rose Hill, Berryville, VA

Volunteer, 2004-2005 - Master Gardener program, Northern Shenandoah Valley

Volunteer, 2000-2004 - Blandy Experimental Farm, Virginia State Arboretum – Junior Master Gardener program, Roots & Shoots program

Volunteer, 2001-2003 – Clarke County Anti-Litter & Recycling Committee

Volunteer, 2000-2002 – Downtown Berryville, Inc. – Design Committee

Volunteer, 2009-2012 – Blue Ridge Wildlife Center