

JENNIFER PATTERSON

Communications Specialist



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goodworkportfolio.com

GAP TIME

An experienced communications, outreach, and web content specialist, I have worked for multi-million-dollar scientific research centers to promote scientific research and safety in the Midwest and throughout the nation. I left my previous position to act as a caretaker for my elderly mother while we figured out how to support her needs. Since then, I have concentrated on creating digital art (Photoshop/Canva) and keeping up with changing social media trends. I am currently volunteering to redesign and update a website for the Iowa City Lions Club. I am also excited about preparing art to display at a show scheduled for November 2025.

RELEVANT WORK EXPERIENCE

University of Iowa
College of Public
Health
2020 - 2023

Communications Specialist/Research Center Coordinator

- Received the College of Public Health Scientific Staff Advancement Award and a certificate in graphic design
- Redesigned and assessed the center's website using WordPress and Google Analytics
- Coordinated strategic communications efforts for this multi-million-dollar National Institute of Occupational Safety and Health grant-funded research center
 - social media and email campaigns
 - presentations and screen ads
 - news releases, videos, podcasts, and other outreach materials for multiple audiences to engage farmers and their advocates in farm safety
- Worked closely with colleagues and leadership to find new contacts and build meaningful, trustworthy relationships with our audiences (public, researchers, and Government)

University of Iowa
College of Public
Health
2019-2023

Assistant Editor for Peer-Reviewed Academic Journal

- Managed editorial website for writers and editors contributing to the **Journal of Environmental and Occupational Hygiene**
- Proofed and edited articles to ensure accurate publications
- Developed strong working relationships with international and US-based authors and reviewers
- Coordinated editor, authors, publisher, and editorial review board
- Processed monthly publications and special editions in a timely and professional manner under tight deadlines
- Contributed to publisher's communications group's news releases and social media content

WORK EXPERIENCE CONTINUED

University of Iowa
2009-2016

Communications Specialist and Feature Writer

- Received two awards from the National CTSA Consortium Communications Committee for successful digital and event campaigns designed to recruit volunteers for clinical research
- Managed and developed web content for three main audiences: the scientific community the public, and University of Iowa researchers using Drupal
- Worked effectively with leadership to develop community outreach events and materials
- Successfully developed institutional branding and communications projects for various departments to highlight research and services at the University and throughout the nation
- Promptly promoted from part-time feature writer to full-time communications specialist

SKILLS

Professional

Writing, Proofreading, Editing
Admin Skills
Graphic Design
Project Management
Website Design, Content, and Management
Social Media Design, Content, and Management

Personal

Team-Oriented
Time Management
Communication Skills
Critical Thinking
Problem-Solving
Creative
Determined
Engaged and Curious

EDUCATION

Aberdeen University

Master of Letters Degree
18th C. Literature/History of Science

College of Wooster

Bachelor of Arts Degree
English