

# Jessica Sackett

371 W. Glenn Avenue, #58 ~ Auburn, AL 36830 ~ 202.365.6472 ~ jessicasackett@yahoo.com

## Education

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### Master of Business Administration

Auburn University, expected December 2008

### Bachelor of Arts, *summa cum laude*, English Language and Literature/French Language and Literature

Binghamton University, State University of New York, May 2001

## Experience

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### Manager, Publications and E-Communications

U.S. Green Building Council (USGBC), Washington, D.C. ~ November 2005-May 2007

*Created, implemented, and managed print and online strategies to advance the Council's mission and brand development.*

- Managed production of publications, including three e-newsletters (combined circulation 90,000) and e-mail advertising campaigns. Responsibilities included developing editorial calendar, writing and editing content, coordinating publication schedules, and supervising contributing writers.
- Oversaw development and implementation of new site architecture for USGBC Web site and managed ongoing site content development and updates.
- Developed and implemented messaging campaigns and strategies for new product launches and initiatives.
- Wrote and edited marketing collateral and USGBC-sponsored articles and guest columns for major trade and mainstream publications.

### Assistant Manager, Executive Marketing and Communications

USGBC ~ February 2005-November 2005

*Ensured timely, effective, strategic communications between President/CEO and internal and external constituencies.*

- Oversaw President/CEO's internal and external communications. Responsibilities included developing presentations and speeches, writing and editing guest articles and columns on President/CEO's behalf, and writing all official correspondence.
- Wrote and edited electronic USGBC Member Newsletter (circulation 40,000).
- Performed additional responsibilities of Executive Assistant as outlined below.

### Executive Assistant to President/CEO

USGBC ~ January 2004-February 2005

*Ensured follow-through on Council-wide action items and expanded President/CEO's outreach with members and stakeholders.*

- Coordinated President/CEO-initiated and other priority projects, including annual Federal Summit, USGBC Leadership Awards, and Summit of the Professions.
- Managed President/CEO's travel, appointments, presentations, and other engagements.
- Conducted special research and writing projects.
- Drafted and prepared correspondence for President/CEO.
- Provided effective link between staff, Board of Directors, and Executive Committee. Included preparing meeting agendas and background materials; facilitating Board communications with President/CEO, staff, and public; and representing President/CEO at meetings when necessary.

### LEED Workshop Coordinator

USGBC ~ October 2003-January 2004

*Coordinated rapidly expanding training and educational programs.*

- Coordinated execution of 2-3 public workshops (average attendance 80 persons/workshop) per week. Responsibilities included negotiating sponsorships and vendor contracts, securing site locations, marketing and promoting workshops, and scheduling faculty.
- Trained regional chapter representatives in successful public workshop execution.
- Performed financial reconciliation, including fulfillment of revenue-sharing agreements.
- Assisted in departmental budget preparation.

### LEED Workshop Assistant

USGBC ~ February 2003-October 2003

*Supported rapid growth of training and educational programs.*

- Coordinated online registration system.
- Assembled workshop materials and supplies.
- Responded to high-volume customer service inquiries.

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## **Administrative Assistant, Office of Institutional Advancement**

*The College of Saint Rose, Albany, NY ~ December 2001-January 2003*

*Facilitated monitoring of donor prospects and solicitation strategies and supported fundraising strategies and events.*

- Streamlined reporting by designing and maintaining Microsoft Access database of 900+ Annual Fund and Campaign Donors.
- Developed and implemented fundraising and stewardship campaigns.
- Created and edited programs, invitations, and speakers' scripts for special events.
- Planned and executed effective direct-mail solicitation efforts.
- Supervised volunteers and work-study students.

## **Internships**

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Marketing Assistant/Technical Writer, The Barry Group, Inc., Bethesda, MD, June-August 1999

Technical Writer, Claritas, Inc., Arlington, VA, June-August 1998

Marketing Intern, Claritas, Inc, Arlington, VA, June-August 1997/June-August 1996

## **Computer Skills**

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**Applied Skills:** Web site usability, search engine marketing, e-mail marketing

**Software/Operating Systems:** Microsoft Office Suite, Adobe Creative Suite, Macromedia Dreamweaver, Macromedia Contribute, SAP, PHStat, Internet applications, Windows 2000/XP/Vista, Mac OSX

## **Honors and Awards**

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Dean's List, Binghamton University, Fall 1997-Spring 2001

Elected to Phi Beta Kappa Honor Society, Binghamton University, Fall 2000

Claudia L. Bernardo Award for Excellence in the Humanities, Spring 2001

Cecil Bacheller Award for Excellence in Romance Languages and Literatures, Spring 2001

Harpur College Award for Academic Excellence, Spring 2001

First Place: Binghamton University English Department Essay Contest, Spring 2000

Elected to Golden Key National Honor Society, Binghamton University, Fall 2000

Elected to Phi Sigma Iota Foreign Languages Honor Society, Spring 1999

## **Memberships and Activities**

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Member, North American Society for Sports Management

Running coach and volunteer at community fitness events

Avid runner who has completed eight marathons and numerous other road races and triathlons

Member of Phi Beta Kappa Honor Society, Fall 2000-Present

Studied in Avignon, France, June-August 2000

Member of student-run a cappella group The Binghamtonics, Spring 1998-Spring 2001