

# Jennifer Mann



## Bio

Jennifer Mann serves as the Chief Operating Officer at Key Concepts Marketing. With a relentless drive for success, she spearheads the company's capabilities and collaborates closely with clients to develop and execute tailored marketing strategies that drive revenue growth. Drawing upon her years of experience in marketing, non-profit organizations and organizational growth, Jennifer is dedicated to assisting clients in achieving heightened business growth and visibility. Her commitment to excellence ensures that Key Concepts Marketing surpasses customer satisfaction, retention, and overall company goals.

Jennifer graduated with her Bachelor of Science degree in Communication from the University of Houston-Victoria in December 2022. She started working with Key Concepts Marketing in July of 2021 as a Digital Marketing Specialist and took on her new role as Chief Operating Officer in 2023. Residing in Victoria, Texas, she has established herself as an integral member of the community. Jennifer actively engages with various organizations. Presently, she serves as the President for the Victoria Professional Express Network, a chapter of the American Business Women's Association. Additionally, Jennifer has made substantial contributions to the Victoria Chamber of Commerce Ambassador Board of Directors and the Torres Elementary PTO Board. Her exceptional accomplishments have been recognized through multiple Women of the Month awards presented to her by her peers in the Victoria Professionals Express Network. Jennifer is also Google Certified in Google Analytics and Google Business Profile.

## COMMUNITY/ORGANIZATIONAL CONTRIBUTIONS

President of the Victoria Professional Express Network (2023-2024)  
President-Elect of the Victoria Professional Express Network (2022-2023)  
Fundraising Chair of the Victoria Professional Express Network (2021-2023)  
Vice Chair of the Victoria Chamber of Commerce Ambassadors (2020-2023)  
Publicity Chair of the Victoria Chamber of Commerce Ambassadors (2019-2020)

## DEGREES AND CERTIFICATIONS

B.S. of Communication from the University of Houston-Victoria (2022)

Associate of Science in General Studies (2020)

Google Analytics Certified

Google Business Profile Certified

## AWARDS

Women of the Month July 2022

Women of the Month December 2021

Going the Extra Mile Award October 2022

# SPEAKING TOPICS

## LEADERSHIP

Women in Business

An Unconventional Path to Leadership

The Heart of Leadership

## MARKETING

Sculpting Online Success: The Power of Strategic SEO

The Google Landscape

Marketing for Non-Profits

Market Smarter, Not Harder - The Path to a Successful Marketing Strategy

Budgeting for Success: Optimizing Marketing Expenditure

Analyzing Your Marketing

From Likes to Leads: Maximizing Impact with Social Media

Get Connected on LinkedIn

CONTACT ME FOR A PRESENTATION TAILORED TO FIT YOUR NEEDS AND INDUSTRY.



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