

# 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 experience in 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 is a seasoned presenter and public speaker with a rich portfolio spanning a variety of subjects. Her passion lies in sharing her insights through captivating presentations, with a particular focus on leadership and marketing. Jennifer possesses the unique ability to customize her talks to suit the specific requirements of any industry or conference. She would love the opportunity to speak to your organization or business.

Jennifer is a strategic marketing professional with a Master's degree in Strategic Communication and Digital Strategy from the University of Oklahoma. She also earned a Bachelor's degree in Communication from the University of Houston-Victoria. With a strong foundation in digital strategy, branding, and effective communication, Jennifer brings both academic expertise and hands-on experience to help businesses grow through thoughtful, data-driven marketing solutions. Jennifer is also Google Certified in Google Analytics and Google Business Profile which allows her to make data-driven decisions for any business that she gets to work with. Residing in Victoria, Texas, she has established herself as an integral member of the community. Jennifer actively engages with various organizations. She served as President of the Victoria Professional Express Network, a chapter of the American Business Women's Association for the 2023-2024 year and is currently serving in the role of President-Elect where she will take on her second term of office in August of 2026. Jennifer was recently appointed to the ABWA National Credentials Committee. Additionally, Jennifer has made substantial contributions to the Victoria Chamber of Commerce Ambassador Board of Directors and multiple school PTO Board's. Her exceptional accomplishments have been recognized through multiple Women of the Month awards presented to her by the Victoria Professionals Express Network. She was also selected as the 2025 Woman of the Year for the Victoria Professional Express Network.

Jennifer is married to her husband, Josh, and together they have two children, Calleigh and Benjamin. A proud sports mom, she loves cheering on her kids from the sidelines and even coaches her daughter's youth volleyball team. Jennifer is committed to being fully present for her family while continuing to grow in her professional journey. In her free time, she enjoys sushi nights, quality time with friends, and making memories with her loved ones.



## Community/Organizational Contributions

President-Elect of the Victoria Professional Express Network (2025-2026, 2022-2023)  
ABWA National Credential Committee Member (2025-2027)  
President of the Victoria Professional Express Network (2024-2025, 2023-2024)  
Vice-President of Administration of the Victoria Professional Express Network (2024-2025)  
Fundraising Chair of the Victoria Professional Express Network (2021-2023)  
Vice Chair of the Victoria Chamber of Commerce Ambassadors Board of Directors (2020-2023)  
Publicity Chair of the Victoria Chamber of Commerce Ambassadors (2019-2020)

## Awards

Woman of the Year for the Victoria Professional Express Network (2025)  
Woman of the Month for the Victoria Professional Express Network  
(April 2025, July 2022, December 2021)  
Going the Extra Mile Award October 2022

## Degrees and Certifications

M.A. Strategic Communication and Digital Strategy (2025)  
B.S. of Communication (2022)  
Associate of Science in General Studies (2020)  
Google Analytics Certified  
Google Business Profile Certified

## Speaking Topics

(361) 688-8233

[www.KeyConceptsMarketing.com](http://www.KeyConceptsMarketing.com)

[Jennifer@KeyConceptsMarketing.com](mailto:Jennifer@KeyConceptsMarketing.com)



### LEADERSHIP

Leadership Through Innovation

Women in Business

An Unconventional Path to Leadership

The Heart of Leadership

Non-Verbal Communication in the Workplace

### MARKETING

Crisis Communication

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

Future of Social Media: Upcoming Trends to Watch Out For

Mastering Your Social Media Strategy: From Chaos to Consistency

Customer Service Through Social Media

