
RICHMOND ASSOCIATION FOR BUSINESS ECONOMICS

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Event Date
Thursday, June 28, 2018

Ms. Jennifer Wakefield Senior Vice President of Marketing Greater Richmond Partnership

Jennifer Wakefield, Accredited in Public Relations (APR), serves as the Senior Vice President of Marketing for the Greater Richmond Partnership.

In her nearly 20-year career, she has garnered extensive experience in strategic marketing and communications planning, executive consulting, proactive issues management and media relations and is a recognized thought leader in developing marketing strategies for economic development. Results of her media relations work have appeared in the Wall Street Journal, Chief Executive, Fortune, New York Times, CNET, CIO, Quartz, Mashable as well as other regional, national, international media outlets and industry trade publications.

Prior to joining the Partnership, Jennifer served as the Vice President of Marketing and Communications for the Orlando Economic Partnership for 11 years where she launched a branding campaign bringing international attention to the region, increased leads by 50 percent and brought the organization to its highest funding in history. She has marketing and communications experience in the transportation, utility and financial services industries and is a former adjunct communications professor at the University of Central Florida.

Jennifer has a master's degree in communications from the University of Central Florida and a bachelor's degree in public relations and advertising from the University of West Florida. She holds the Accreditation in Public Relations (APR) designation, signifying a high level of professional experience, competence and ethical standards.

Jennifer is a member of the International Economic Development Council (IEDC) where she regularly serves as an instructor on marketing webinars and as a speaker at conferences. She is a member of the American Marketing Association (AMA) and the Public Relations Society of America (PRSA).

A newbie to the area, she enjoys learning about and exploring Richmond with her husband and son.