



Jennifer Sperberg
Advertising & Marketing Executive
Top Ten Strength Areas

1. Industry Experience

I have built a solid marketing career with expertise areas of financial services and small business ownership. My client work spans many industries including consumer packaged goods and telecommunications. Experience in B2B and B2C affords me broad perspective.

2. Academic Training

With an undergraduate degree in Business, my studies at James Madison University resulted in a double-major of Marketing and Spanish. My MBA was awarded by top-tier Kenan-Flagler Business School at the University of North Carolina at Chapel Hill. The mix of these two degrees creates a creative, strategic and analytical executive.

3. Values

I believe that a strong value system will propel business, not impede it. My characteristics of loyalty, sincerity, honesty and respect benefit the clients and companies I work with and result in more effective working relationships. As a third generation entrepreneur, I have established my strong values from my family.

4. Persistence

One of my favorite sayings is, "To get through it you must go through it." While this refers to completing my first marathon (26.2 road running race), it is applicable in goal accomplishment in business *and* in life. I set a goal to become a Tarheel when I was 13 and, with the completion of my MBA program, accomplished that goal more than two decades later. Being a 'possibilitarian' keeps goals in focus.

5. Corporate *and* Agency Perspective

Based on advice received early in my career, I have solid experience as a client hiring and working with agencies to achieve corporate marketing goals AND as an account manager within agencies striving for the best possible creative execution to accomplish the goals. This enables me to be a good client to my agency partners and a good steward of corporate funds at the same time. On the other hand, working inside an agency with a strong corporate background gives me the understanding of my clients' roles within their organizations.



6. Multi-Channel Marketing Approach

While many marketing executives are comfortable in a given area, I have in-depth experience across the discipline and across multiple channels: *traditional advertising, public relations, media relations, special events management, direct response, fulfillment, interactive and social media.*

7. Global Outlook

With a natural wanderlust, I have always felt the world is accessible. Extensive business, academic and personal international travel has continued to remind me that opportunity is there for growth in all three categories. I have lived and studied in Salamanca, Spain, and I am fluent in Spanish which has helped in my career as well as enriched my life in many ways.

8. Altruistic

As a founding member of the board of directors of The Matt Davis Foundation since 1995, I work to sustain a history of supporting community organizations benefiting children with cancer and their families who care for them. The foundation established and maintains an annual scholarship in Matt's memory at his high school alma mata, D.S. Freeman in Henrico County, Virginia.

9. Strong Management Skills

I have been recognized throughout my career as a strong leader, public speaker, manager and creator of teams. I am dedicated to collaborative, positive working relationships—and am a successful motivator of organizations and individuals. Seeing direct reports succeed is rewarding to me. These skills have been acknowledged and sought by the Small Business Administration—Richmond SCORE Chapter for whom I teach the marketing course for its monthly New Business Startup Workshop.

10. Autonomous Self-Starter

Throughout my career I have consistently taken advantage of training opportunities to expand my marketing knowledge base. Examples include: post-graduate MBA courses at UNC, certification course-work for the APR designation for public relations accreditation, certification course-work in direct marketing by the Interactive Marketing Institute at Virginia Commonwealth University's Graduate School of Business, and general corporate and industry training.