

Curriculum Vitae

Jennifer Perry

Ely, Cambridgeshire

UK resident since 1988; dual citizen UK/USA

EDUCATION

University of Oklahoma

Major: BA in Advertising, from the School of Journalism

Minors in: Marketing, Public Relations and Philosophy

PERSONAL STATEMENT

I have established a successful career in the computer and Internet industry using communications to persuade, educate, motivate, and help people. I have been able to develop rapport quickly and build trusted relationships with colleagues and customers from many backgrounds including, politicians, academics, senior police officers and high risk victims.

I am articulate with good written and verbal communication skills and have a proven track record of communicating effectively at all levels. I am adept at using a broad range of techniques to deliver communication programmes including: white papers, public relations, speaking engagements, training, and events. I have experience in creating campaigns, websites, managing social media, mailings lists, e-newsletters and forums and have always delivered on time and in budget.

I have a detailed, meticulous, and proactive approach to completing tasks and the resilience to see a job through to completion. I am a resourceful team player but can work with minimum supervision with flexibility and creativity.

South Cambridgeshire District Council - Housing Department Sept 2019 to Sept 2022

- Resident Involvement Team Leader
- Devised and curated *InSouthCams* Facebook page.
- Early retirement due to ill health.

Addenbrooke's Hospital , CUH - Sept 2018 to August 2019

- Voluntary Services Co-ordinator
- Recruited, trained and deployed three hundred volunteers throughout the campus.

CEO, Digital-Trust CIC- 2014 to 2017

- Developed, created content, curate and manage www.digital-trust website for victims of digital abuse.
- Delivered through a variety of mediums on budget and in time, campaigns to press, stakeholders, colleagues and victims.
- Automated communications by using software tools to manage social media as well as integrating online news feed into website, social media and automated e-newsletter
- Developed a library of information, research, case studies and photo resources that was available to apply to a range of communications needs including consultations, press comments, training, newsletters and [publications](#).
- Cultivated a network of stakeholders including Parliamentarians, criminal justice agencies, support charities, campaigners, victims and experts in psychology and technology to provide knowledge and assistance without charge to the charity.
- Consistently produced advice that was user-friendly, realistic, and easy to implement. It was then made available free of charge and used UK and International partners.
- Developed strategies to motivate high risk victims to take action to help themselves.
- Met with David Cameron and he announced changes to the stalking law citing the need to address the technology risks.
- Successfully lobbied for new laws on Stalking and Coercive control

PREVIOUS JOBS INCLUDED:

Digital-Safety Consultant - 2010 to 2017

- Adept at training police, domestic violence and other support professionals on risks and safeguarding issues around the use of digital technology.
- Worked directly with police, charities and victims on sensitive and confidential cases
- Regularly commented on current digital safety issues at UK and International conferences and with the UK broadcast, print and online press.
- Advised four different charities, respecting each organisation's policies
- Managed consultation process that included: academics, police, domestic violence professionals and the technical community to develop new guidelines and fact sheets Wrote the [UK guidelines](#): Digital Stalking: Technology Risks for Victims of Stalking
- Worked with stakeholders and the press to identify and educate the public on digital risks. The work I did focused on supporting the highest risk victims.

The E-Victims Charity - Communications Director 2007 to 2010

- Managed a project to map e-crime for the Internet Crime Forum. Identifying where to sign post victims to report the crime and for support.
- Identified and appointed an advisory council of technical experts.
- Developed an advice website and educational material.
- Provided expertise for the new UK fraud reporting website - Action Fraud
- Worked with PhonePayPlus, OFT, Trading Standards on fraud issues and advice

AquaCity , Slovakia (a geothermal resort) - Consultant 2004 to 2007

- Created a Western European friendly branding and product proposition.
- Created a marketing library of pictures, copy and templates
- Developed and mentored a marketing team and provided full media training and support
- Identified and developed the resort's environmental positioning and credentials
- Project managed a programme for obtaining Green Globe environmental accreditation
- Applied and won several environmental awards: Green Apple 2005, Green Hero 2006, World Travel Awards - World's Leading Green Resort 2007.

PR with Purpose - Proprietor 1997 to 2003

- Provided media training and facilitated relationships between the client and journalists
- Developed strategic PR campaigns
- Helped to create sales and marketing collateral, websites and ad campaigns
- Assisted a mix of larger firms and start-ups their overall marcoms and sales strategy
- LINX (London Internet Exchange), PCR, Internet Watch Foundation, Segmentis, Think Technology, Lloyd's of London, Okupi, Arts Alliance, DisplayMate, Digital Mail, Kids Out Online, Radio Luxembourg, Bibliomania.com
- Freelance Journalist: Computer Retail News (Columnist), Computer Marketing New Media Age, Business Age, PC Dealer, Media Zoo (weekly radio phone-in).

CIX (Compulink Information eXchange) - Director of Sales and Marketing 1996 to 1997

- Responsible for developing long term promotional and customer recruitment strategy.
- Helped to develop and modify new products for the company including groupware products for Boy Scouts and LibDems.
- Relunched the brand with new logo and positioning.
- Established infrastructure to carry out the marketing plan.
- Created a call centre and instigated new procedures and systems for customer care for both presales and post sales.
- Company spokesperson.

UK Online - Marketing Director 1994-1996

- Launched the first family friendly Internet Service Provider - UK Online
- Developed the company marketing and sales plan
- Created and distributed over a million copies of the first off-line demo CD of an online service
- Generated of £200k worth of PR through our Email Emily campaign, which won "1996 PR Means Business" award
- Established joint promotions with Marks and Spencer, and News International.

Cyrix - Head of European Public Relations and Marketing Communications 1994

- Creating a strong European communications programme.
- Created branding, collateral and sales catalogues

Perry Technology Consultants – Co-Director from 1994 to 1997

- Provided strategic business, product and marketing advice to organisations that were launching new products or diversifying.
- Clients included: Wordstar, CompuServe, Locomotive Software, Dynamic Distribution, Context Market Research, Western Systems, Action Computer Supplies and Twinhead.
- Provided marketing and management consultancy for Internet service related companies. Clients included: Netlink, Events Online, Midnight Communications, Entertainment Online, Kids Out Online.
- Helped several clients to establish in-house public relations function.

Siemens Nixdorf UK - Marketing Manager PC Unit 1993 to 1994

- Developed direct selling strategy
- Created branding, collateral and sales catalogues
- Budgeted, planned and oversaw creative development of national advertising
- Managed press and product reviews

Commodore UK - Marketing Communications Manager/ PC Product Manager 1989 to 1992

- Developed corporate communication strategies including exhibitions, PR, advertising, promotion, sponsorships and channel support.
- Oversaw the retail PC marketing strategy, provided forecasts, set pricing, competitive analysis and bundling partners.

Amstrad - Marketing Manager (USA) 1986 to 1988

- Directed and negotiated advertising campaigns
- Managed PR and analyst agencies
- Responsible for distribution channel training programme
- Oversaw all tradeshow activities

Bozell Jacobs Kenyon Eckhardt - Media Planner (USA) 1985 to 1986

- Provided demographic analysis
- Wrote media plans, selected and negotiated print media for trade and consumer accounts
- Worked on a wide range of accounts including American Airlines, FMCG and Financial Services
- I was on the pitch team for new business.