



MICRO JENISYS

Jenny Mackie

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*Virtually Everywhere*

Experienced Marketing and Public Relations professional with more than 15 years of experience. Diverse background includes marketing for healthcare, print media and retail.

## DIRECTOR, BUSINESS DEVELOPMENT

2008 - present: **Micro Jenisys, Inc.**, Ft. Lauderdale, FL

- Identify new business opportunities for Micro Jenisys, Inc.
- Offer Marketing and Public Relations expertise to existing client base
- Perform project management and administrative functions
- Work closely with Micro Jenisys team to ensure successful and timely completion of projects
- Maintain and enhance long-term client relationships through effective communications
- Assist in the development of web sites using Dreamweaver and Photoshop. Perform review, and testing and testing of sites before launch
- Specialize in search engine optimization, including keyword research/selection and meta-tagging

Below is a listing of the clients who receive ongoing maintenance and project management:

A Dog's Best Friend

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

Las Olas Beauty

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

Bobby Genovese

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

Partners in Education

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

Broward County Public Schools Office of Parents, Business & Community Partnerships

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

Webster Data Communications

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

## MARKETING, BROWARD HEALTH

**August 2004 – December 2007 - North Broward Medical Center , Regional Manager, Marketing and Physician Relations. Deerfield Beach, Florida**

- Manage marketing, public relations and physician relations for North Broward Medical Center, (NBMC) a 409 bed level II Trauma Center.
- Directed, managed and executed the marketing initiatives for the region, including planning, budgeting, developing, execution and ROI of all projects related to product lines and strategic plan

**June 2002 – July 2003 - Media Relations Specialist, Broward General Medical Center, Fort Lauderdale, Florida**

- Oversaw media and community relations responsibilities for Broward General Medical Center, a 750-bed hospital, the largest in Broward and the flagship of Broward Health
- Generated \$75,000 monthly in positive media exposure while working with local and national media on high profile situations. Handled media for specialties and promoted success stories and services to the media and community.

## SUN-SENTINEL COMPANY

**July 2003 – August 2004 - Marketing Manager, Sun-Sentinel Newspaper Company, Weston, Florida**

- Identified, developed and executed strategic partnerships, and developed effective lines of communication within the community, to enhance the company's image within the South Broward community

**October 1999 - June 2002 - Community Affairs Associate, Sun-Sentinel Newspaper Company, Fort Lauderdale, Florida**

- Managed all fundraising facets of the \$2 million Sun-Sentinel Children's Fund and negotiated charity partnership agreements with community and corporate organizations
- Generated and oversaw all marketing collaterals for the Children's Fund, including brochures, newsletters, solicitation letters, annual reports, newspaper ads and flyers

## KNOWLEDGE INVENTORY

Dreamweaver, Microsoft Office, Adobe Photoshop

## EDUCATION

1991-1995: Bachelor of Science in Public Relations, The University of Florida, Gainesville, Florida