



MRS. JESSICA SHELY GREEN, MS

Award-winning marketing and communications executive with 15+ years of experience driving brand growth, human engagement and organizational impact.



marcommrsgreen@gmail.com



513 814 9429



www.iammrsgreen.com

<WORK EXPERIENCE>

2025 – 2026 | Director of Marketing & Communications | Cincinnati Public Schools

- Led districtwide marketing and communications strategy for a 66-school system serving 35,000+ students
- Developed and initiated implementation of a comprehensive Marketing & Communications Plan aligned to district strategic priorities
- Built foundational infrastructure, including SOPs, intake systems, and performance tracking, to improve operational efficiency and accountability
- Directed executive communications, crisis response, and stakeholder engagement across internal and external audiences
- Advised senior leadership on brand positioning, messaging strategy, and community engagement initiatives
- Aligned cross-functional teams across media relations, digital, and creative services to deliver cohesive communications
- Introduced KPI dashboards to measure impact and inform decision-making
- Navigated and led communications efforts during a period of organizational transition

2015 – Present | Founder & Principal | GPD Creative Agency

- Founded and scaled an award-winning creative agency serving 100+ organizations across nonprofit, education, and small business sectors
- Led strategic brand development, marketing campaigns, and digital transformation initiatives for diverse clients
- Generated consistent year-over-year revenue growth for over a decade
- Served as executive advisor to organizations on brand positioning, communications strategy, and audience engagement
- Built scalable systems and processes to support client growth and operational efficiency
- Delivered integrated marketing solutions across web, social, content, and design

2019 – 2020 | Director, Communications & Advocacy | YWCA Greater Cincinnati

- Led communications strategy to advance organizational mission and public visibility
- Directed media relations, digital strategy, and advocacy communications
- Increased audience engagement by 50% and expanded digital reach by 30%
- Managed crisis communications and executive messaging
- Developed and executed community engagement initiatives and advocacy campaigns

2015 – 2019 | Marketing Manager | Best Upon Request

Previous Roles: Graphic Design Specialist (2012 – 2013), Communications Coordinator (2010 – 2012)

- Led internal marketing function and creative team operations.
- Developed and executed multi-channel marketing strategies supporting organizational growth.
- Managed CRM and marketing automation platforms, including Salesforce and Pardot.
- Directed website strategy, content development, customer engagement initiatives, and buyer persona development.
- Oversaw marketing campaigns, trade shows, and digital initiatives to strengthen brand visibility and lead generation.

2005 – 2008 | Additional Experience in Creative, Communications and Design roles at:

New York Moves Magazine, The Wall Street Journal, Siegel+Gale, Scripps Howard News Service



MRS. JESSICA SHELY GREEN, MS

Award-winning marketing and communications executive with 15+ years of experience driving brand growth, human engagement and organizational impact.



marcommrsgreen@gmail.com



513 814 9429



www.iammrsgreen.com

<GLOBAL LEADERSHIP AND SERVICE EXPERIENCE>

2014 | World Race Team Leader | Adventures in Missions

Completed an 11-month humanitarian and leadership expedition across 11 countries in Central America, Southeast Asia, and Southern Africa, supporting community development, education, orphan care, and ministry initiatives.

- Served as liaison between Adventures in Missions headquarters and international partner organizations.
- Coordinated travel logistics and operational planning across multiple countries and ministry sites.
- Conducted weekly coaching and accountability meetings with a team of seven participants.
- Mentored and provided leadership development support to more than 100 students and young adults.
- Taught English language instruction to more than 100 primary and secondary school students.
- Supported orphan care initiatives serving more than 500 children across multiple communities.
- Designed and produced marketing and communications materials including newsletters, banners, websites and the 2014 Remembrance publication.

<CERTIFICATIONS>

Google UX Design Professional Certificate

Wix Icon Partner Certification

<AWARDS AND RECOGNITION>

Class I Supplier of the Year – National Minority Supplier Development Council

Marketing Pinnacle Award – American Marketing Association Cincinnati

40 Under 40 – Cincinnati Business Courier

As Seen In Forbes, Fortune and Entrepreneur Magazine

<EDUCATION>

Master of Science in Communications Design

Pratt Institute, New York, NY / Graduated: 2019

Bachelor of Arts in Journalism & Communications

Hampton University, Hampton, VA / Graduated: 2006