

Résumé

Jessica D. Thorpe

Contact Info:

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Core Discipline:

Marketing and
Development
Communications

Strengths:

- **Strategic Branding**
- **Creative Program Concept**
- **Copy Writing / Editing**
- Project Management
- Graphic Design and Layout
- Publications Production

Education:

Bachelor of Arts in English
Lincoln University, PA

References:

Shelley Romoff
*Director, Communications
& Public Affairs*
University of Toronto -Scarborough
shelley.romoff@utoronto.ca

Rebecca Brierley
Assistant Dean External Affairs
University at Buffalo
School of Pharmacy
and Pharmaceutical Sciences
brierley@buffalo.edu

Marlene Schillinger
President / CEO
Jewish Family Service
of Buffalo & Erie County
mschillinger@jfsbuffalo.org

Glendora Johnson-Cooper
Social Sciences Librarian
University at Buffalo
gjcooper@buffalo.edu

Lavon Stephens
Administrative Director
Buffalo and Erie County Workforce
Development Consortium, Inc.
lstephens@wdcinc.org

Work Experience

9/01 - Present

Owner / CEO Outside the Box
Marketing and Development Communications
www.outsidetheboxink.com

1/99 - 9/01

Director of Campaign Communications
Campaign Writer / "Generation to Generation Campaign"
University at Buffalo - SUNY Buffalo, NY

As Campaign Writer and subsequently Director of Campaign Communications for the University at Buffalo - SUNY development office, I was responsible for writing, editing and producing case statements for each of its 13 schools in association with *Generation to Generation - The Campaign for UB*, which exceeded its \$250 million goal. I also was responsible for development and administration of The UB Story Bank, a database of narratives by students, alumni and donors used to give personal appeal to each school's case for support, and the development office Intranet. The *UB Story Bank* project was the recipient of a CASE award in 2001.

1/94 - 12/98

Director of Public Relations
University of the Virgin Islands St. Thomas, USVI

With its main campus on St. Thomas - and a secondary campus on St. Croix - UVI is the only historically Black university outside of the continental United States. When I became Director of Public Relations in 1994 - the second in its history - the school was suffering from a lack of academic identity and resented "ivory tower" image among the community which it both served and was located. Working with the Office of the President and his cabinet, we launched campus meetings on both islands. Pre-selected focus groups brought together internal stakeholders at all levels - a multi-cultural, multinational mix of board members faculty, administrators, staff and alumni - to identify strengths and weaknesses and common perceptions and mis-perceptions. This process was the first step in the development of an internal, community-based tagline ("*UVI... Our University - Yesterday, Today and Tomorrow*") and broader institutional message ("*Historically American, Uniquely Caribbean, Globally Interactive.*") We began deploying this message in all areas of internal communications and external marketing. The first signs of successful branding came when commencement speakers from the mainland began incorporating the institutional message into their keynote address. This critical branding message is still used as the foundation for fund raising and development. (www.uvi.edu).

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Outside the Box

is a marketing and development communications sole proprietorship founded in 1999 in Buffalo, NY. Its founding mission is to design, develop and implement integrated, multi-disciplinary branding, development and marketing strategy that targets and uplifts culturally diverse audiences.

Services:

- Strategic Branding
- Marketing and Development Strategy
- Project Management
- Creative Concept
- Comprehensive Copywriting / Editorial Services
- Graphic Design / Publications Production
- Media Management
- Special Event Design and Production

Clients:

African American Cultural Center, Inc.

University at Buffalo School of Pharmacy and Pharmaceutical Sciences

Jewish Family Service of Buffalo & Erie County

The Collective Buffalo

Community Foundation for Greater Buffalo

Erie Niagara Area Health Education Center, Inc.

Juneteenth of Buffalo, Inc.

Buffalo Niagara Convention and Visitors Bureau

Langston Hughes Institute

Motherland Connexions

Work Experience [cont.d]

8/88 - 1/94

Exec. Asst. to Commissioner for Marketing

Virgin Islands Department of Health St. Croix, USVI

Health Communications / "Deliver Your Best" Pre-Natal Care Program

This health communications and education strategy was designed to motivate women who traditionally did not use the health care system to seek pre-natal care during their first trimester. A secondary objective was to pool the resources of the federally and territorially funded hospital and community health programs that provided similar services under the administrative umbrella of the Virgin Islands Department of Health. As Executive Assistant to the Commissioner for Marketing, I spearheaded the development of a pre-natal curriculum and health communications plan targeting multiple generations of Caribbean and Hispanic (Puerto Rican) women. Working with the directors of the participating programs, we developed a simple logo and message, "Deliver Your Best," and corresponding incentive program for enrollment and attendance. A key factor in the success of this program was an understanding of the cultural values and nuances that prevented the target audience from seeking early pre-natal care. This was accomplished through mini-surveys of clinic patients and one-on-one meetings with primary caregivers, and through experiential understanding of the key audience.

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1/90 - 8/90

Feature Writer (Disaster-related leave)

Utica Observer-Dispatch (Gannett) Utica, NY

4/87 - 8/88

Assistant Editor / Crime and Courts Reporter

St. Croix Avis Daily St. Croix, USVI

9/79 - 3/82

Editor Information Division

Educational Testing Service Princeton, NJ

Copy writing / editing, editorial development and production supervision of content and collateral to articulate and promote the general ETS mission. Served as editor *At the Center* newsletter and assistant editor of *ETS Developments*.

Freelance Features / Fiction / Reviews: *The Buffalo News The Challenger Artvoice Essence Magazine The Philadelphia Inquirer The Philadelphia Tribune Island News The Virgin Islands Daily News The Caribbean Writer*