

Janet H. Green
2401 Courtland Drive
Des Moines, Iowa 50315
515-321-1631
Janetgia@mchsi.com

Creative, strategic, internet-savvy marketing professional and multi-tasker with strong communication skills, seeking to lead a strong company in the use of online social media and other emerging and traditional marketing tools.

Executive Director, East Des Moines Chamber of Commerce - 2008 - present

- Identified and implemented strategic uses of online social media for the Chamber and its members, pioneering use of social media among Chambers in Des Moines.
- Increased Chamber membership by 31 percent from June, 2008 through July, 2009.
- Established profitable events for the Chamber by increasing Annual Dinner ticket sales by 125 percent and sponsorships by 160 percent, setting sponsorship benchmark for the Celebration of Progress at \$1500, and by launching other event sponsorship and participation opportunities.
- Responsible for all aspects of operating the Chamber office, including membership development, administration, and member service.

Director of Community Marketing, Greater Des Moines Partnership - 2000 - 2008

- Grew website traffic from 2,000 visits per month to 40,000 visits per month from August, 2000 - January, 2008 through strategic content development, promotion, and search engine optimization.
- Strategized and developed website providing concierge services to visiting worldwide media for the 2008 Iowa Caucuses.
- Oversaw media relations and development of marketing and communications strategies and materials for events hosted by the Community Development department and the Downtown Community Alliance 25th Anniversary.
- Developed working relationships with business and community leaders at all levels of corporate and government structure.

Prior Experience

- Owner/President, Green & Company Creative Services (copywriting and graphic design) - 1996-2000.
- Writer/Producer/Director of Corporate Video, Norwest Mortgage - 1993-1996.
- Various positions with increasing leadership role in corporate video and broadcast programming production, 1986-1993.

Education

Bachelor of Science with academic honors in Speech Communication, emphasis in Telecommunicative Arts, Iowa State University, Ames Iowa, 1986.