

Jocelyn I Ireland

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PROFESSIONAL PROFILE

Offers over 15 years of progressive advancement in corporate communications and customer service. Action-oriented, self-starter with exceptional creative, analytical and quantitative problem-solving skills. Proficient in data collection and management, as well as internal and external communications with the agility to collaborate cross-functionally with numerous teams. Possess strong drive for results while meeting aggressive deadlines with high-quality results.

AREAS OF SPECIALIZATION

- Microsoft Office
- Corporate Communications
- Project Management
- Business Administration

RELEVANT EXPERIENCE

Mars Petcare

Franklin, TN

Consumer Relations Technician

- Top performer for driving brand awareness and cross-selling of products after the identification and analysis of industry trends
- Streamlined new messaging for incoming consumer calls, which resulted in a more efficient and quality consumer experience
- Social media, email, and internal communications copy written utilizing best practices and data gathered from monitoring customer feedback
- Organized and managed volunteer events resulting in better team relationships and engagement
- Received award for 'Modeling the Mars 5 Principles' by Corporate Affairs Leadership

Mars Petcare

Thompson's Station, TN

Petcare Specialist

- Supported principal investigators during research for product development, including providing clear documentation of research data
- Recognized needed efficiencies and better quality of SOP's resulting in creation of Environmental Quality Program
- Led team of four associates, ensuring thorough implementation of EQP

All That Dance
Artistic Director

Flagstaff, AZ

- Succeeded in increasing the customer base by 88% by developing new ballet program and creating engagement events for both faculty and customers
- Achieved recognition from community as "Best Dance Studio" due to strong and influential press releases, advertising, and customer communications
- Created and managed large events with over 100 participants

Oklahoma State University
Small Animal Major Medicine Coordinator

Stillwater, OK

- Nominated by peers for Employee of the Year
- Promoted Veterinary Technician Recruitment Committee during veterinary conferences
- Managed all clinician accounts, client accounts, and vendor relationships in fast-paced environment

EDUCATION/TRAINING

Mars University

2018

- Internal Communications Essentials
- Strengths-based Change Leadership
- Crucial Conversations
- Mastering Consumer Care Process
- Managing Customer Contacts in Different Channels
- Corporate Affairs Leadership and Management (CALM)

Northern Arizona University
B.S. in Public Relations, Advertising

Flagstaff, AZ

- Member of PRSSA