JEANNA VAN RENSSELAR

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RESUME

Public Relations and Journalism Experience

President – SMART PR Communications Inc., Naperville, Illinois – Focus on white papers, trade articles, speeches, media releases, Web copy, and other marketing collateral for small to mid-sized technical organizations. Develop strategic PR plans and media lists, set-up interviews, and send out releases: monitor blog posts, RSS feeds, search engine rank, online presence, and media coverage.

McElroy Associates, Naperville, Illinois
Account representative responsible for technical content for three large regional corporations.

David James Group Public Relations– Oakbrook Terrace, Illinois
Account representative Developed strategy and wrote public relations copy for technical products and services – Web copy, white papers, brochure and sell sheet copy, etc.

Rise Public Relations – Oak Park, Illinois
Web copy and press releases for software clients.

The Business Ledger, Naperville, Illinois
Wrote regular news and feature articles, also researched and edited larger projects such as annual *Market Facts*.

Wisconsin State Journal, Madison Wisconsin 2002-2004
Wrote news and features, including groundbreaking investigative pieces.

The Daily Herald, Arlington Heights, Illinois
Wrote bi-weekly columns, news, and features - developed an extensive contact list.

Education
- Masters in Statistics, DePaul University
- Bachelor of Arts, DePaul University
- Small Business Marketing Series, University of Wisconsin, Madison

Industry Credentials
- Member Intel Marketing Advisory Panel/Titanium Partner
- Member MIT Technology Review Global Panel
- Member Harvard Business Review Advisory Board
- Intel Cloud Certified
- LinkedIn Marketing Certification

Technology Sectors Served
- HPC Developers for Enterprise
- HPC Developers for the Public Sector
- Hybrid Cloud Developers
- Hardware Resellers
- Software Resellers
- Oil & Gas Formulators
- Professional Organizations

Industry Partnerships
- Intel
- AMD
- NVIDIA
- Supermicro
- GIGABYTE
- Lenovo
- Multiple ISVs
- And more...