



# JENNIFER POEMER

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## EXPERIENCE

### Yoga Teacher

**2019 - current**

- Lead weekly group yoga classes, curate private yoga experiences and host yoga retreats.

### Marketing Consultant

**January 2021 - current**

- Work with conscious, passionate clients to fine tune their voice in order to connect with their desired audience in a way that is authentic and compelling.

### Account Director

**AT&T, Aug 2013 - Oct 2020**

- Oversaw messaging and creative strategy for quarterly acquisition offer materials and 360 campaigns launching various new DIRECTV and AT&T products.

### Account Supervisor

**Geometry Global, Apr 2010 - Aug 2013**

*Clients: Heineken USA*

- Developed and executed promotional marketing plans for across the Northeast region.

### Senior Account Executive

**McCann Erickson, Apr 2008 - Apr 2010**

*Clients: Verizon Wireless, Verizon FiOS*

- Planned & implemented 6 integrated campaigns a year across 1300 Verizon Wireless stores.

### Promotional Marketing Manager

**Princeton Partners, Feb 2006 - Dec 2007**

*Clients: PNC Bank, Susan G. Komen*



## CONTACT

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## EDUCATION

### The TEFL Academy

**Level 5 Diploma in Teaching English as a Foreign Language, 2024**

*Guided Learning Hours: 168*

### Rutgers University

**Bachelor of Arts, Communication, 2005**

*Phi Beta Kappa*

*National Society of Collegiate Scholars*

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## SKILLS

TEFL Certified

Level C1 Spanish

500-Hour Yoga Alliance Certified Yoga Teacher

Copywriting & Editing

Canva + Adobe InDesign