

JEN ARCHER

517 Manatee Court, Venice, FL 34285

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WORK EXPERIENCE

LIVEKINDLY, Inc.

Brand Partnerships Lead

Remote

October 2021 – Present

- Passionate about growing the sustainability and plant-based movement through strategic brand partnerships across the LIVEKINDLY digital and social platform
- Identify, evaluate and prioritize long-term partnerships that realize large revenue opportunities globally
- Serve as a partner in driving overall business performance with the other functional leaders: operations, marketing, technology and editorial content

Plant-Based Private Chef, Catering + Events

Creating health supportive, tasty plant-based meals for clients

NY + FL

September 2017 – Present

Ananda Ashram, Yoga Society of New York

Kitchen Manager

Monroe, NY

May 2016 – September 2017

- Successfully managed full-time kitchen staff and volunteers to create delicious, healthy vegetarian meals, serving residents and guests 3 meals a day
- Improved vendor relations and helped secure better pricing for produce by introducing advanced meal planning and streamlining the ordering process and inventory system
- Was an active team player in the planning committee to help orchestrate many large events at the Ashram
- Mentored new kitchen staff and volunteers in preparing and leading meals

Federated Media

Senior Account Executive

New York, NY

November 2013 – April 2016

Clients: Whole Foods, TJX Companies, L.L.Bean, Bose, Olympus, AT&T, Goodyear, Dunkin' Donuts, The Scotts Company, Nissan, Jarden Consumer Solutions, DISH Network, US Air Force

- Responsible for selling national media and custom content across 7 core solutions: display, video, mobile, search, social, branded entertainment and conversational media
- Actively prospected new business across the US; managed \$2M in new business accounts
- Provided first-class service, strategic thinking and custom solutions to assist clients with campaign goals spanning from large branding initiatives to DR-focused campaigns
- Maintained and built effective, revenue-generating client and agency relationships across all levels and teams

Yieldbot

Sales Director

New York, NY

October 2012 – October 2013

Clients: Dannon, Philips, Nissan, Reynolds, TJX Companies, Dunkin' Donuts, Nature's Bounty, Jarden Consumer Solutions, Celebrity Cruises, Meredith Corporation, So Delicious Dairy Free, Fab, Julep

- Identified, qualified and drove new prospective business opportunities and revenue gains amongst top agencies and brand directs across the US; managed \$1M in new business accounts
- Generated new sales and product awareness through proactive, creative selling strategies, incorporating strong negotiation and packaging skills to meet and exceed business goals
- Strategized, planned and executed efficient SEM and performance marketing campaigns
- Developed sales and account management processes and marketing collateral essential to growing Yieldbot business

Microsoft

Account Manager

Boston, MA

March 2011 – October 2012

Clients: AutoZone, Bank of America, Liberty Mutual, Safeco, Panasonic, Choice Hotels, Amtrak, TJX Companies, Celebrity Cruises, New Balance, Olympus, Bose, JetBlue, Vistaprint

- Drove revenue and client satisfaction by providing world-class service for several strategic accounts in Boston across all MSFT Advertising products including MSN, Bing, Xbox, Skype, MSNBC, FOX Sports, Mobile, Video and Microsoft Media Network
- Generated significant YOY revenue growth of over 450% for multiple key strategic accounts
- Identified opportunities and prepared strategies for upsell, new business and performance optimization improvement
- Established and developed relationships across all levels within agencies from Media Planner to Managing Director and EVP
- First-time National winner of the AdSAT Lifestyle Award for Media Contacts

Hill Holliday

Network and DRTV Media Buyer

Boston, MA

June 2007 – February 2011

Clients: *TJX Companies, Liberty Mutual, Jarden Consumer Solutions, CVS Pharmacy, Partners Healthcare*

- Responsible for all day-to-day account work on several multi-million dollar Network and DRTV media clients; included strategy, establishing budgets, planning, buying, reporting, optimization and reconciliation
- Established strong working relationships with clients, cross-functional teams and sales representatives to ensure that all media needs are being met successfully
- Led the buying process for the FoodSaver Short Form campaign, resulting in a 10% increase in POS revenue YOY
- Supervised and managed Assistant Media Buyers

The Boston Group

Assistant Media Buyer/Planner

Boston, MA

August 2005 – May 2007

Clients: *Raytheon Company, Captivate Network, American Liver Foundation*

- Assisted the Associate Media Director with analysis, planning and implementation of print and interactive media efforts
- Researched and developed strategic media plans based on budgets, target audience and appropriate media outlets

EDUCATION**Satya Loka**

200-Hour Certified Yoga Teacher Training, Hatha & Tantric Vinyasa

Goa, India

January 2016

Natural Gourmet Institute

619-Hour Chef's Training Program

New York, NY

July 2015

Rollins College

Bachelor of Arts in Economics, Cum Laude

Winter Park, FL

May 2005

Birkbeck, University of London**London, England**

Spring 2004

INTERESTS + VOLUNTEER EXPERIENCE

- Running, yoga, biking, gardening, cooking plant-based foods, golfing, being with my family and laughing
- Venice Area Beautification, Inc. (VABI) - Bloom Team Volunteer - Venice, FL
- Yesahcan Animal Sanctuary Volunteer - Arcadia, FL

Profile

Jen

First Name

L

Middle Initial

Archer

Last Name

517 Manatee Court

Street Address

Venice

City

FL

State

34285

Postal Code

jenniferlarcher@gmail.com

Email Address

Home: (941) 468-6948

Primary Phone

Alternate Phone

LIVEKINDLY Inc (livekindly.co)

Employer

Brand Partnerships Lead

Occupation

Which Boards would you like to apply for?

Environmental Advisory Board: Submitted

Have you ever been convicted or pled "no contest" to a misdemeanor offense?☐ Yes ☒ No**Have you ever been convicted or pled "no contest" to a felony?**☐ Yes ☒ No**If yes, have your civil rights been restored?**☐ Yes ☒ No

Demographics**Are you a city resident?**☒ Yes ☐ No**How long have you lived in the City of Venice?**

1+ year; Grew up in Venice and all Venice schooling, even born at Venice Hospital in 1982

Ethnicity

☒ Caucasian/Non-Hispanic

Gender

☒ Female

Interests & Experiences

Are you currently serving or have you served on a city board?

☐ Yes ☒ No

Why are you interested in serving on a board or commission?

I would like to join the Environmental Advisory Board to further help improve the city's environmental impact. As we all know, globally we have to continue to make many environmental changes, and I would love to help impact the city where I was born and raised and happy to be back living in now. I continue to make as many green lifestyle changes as I can in my own life to help the environment, the animals, the ocean and all that share it with us. From composting to recycling to eating a plant-based diet to driving a hybrid car to my career now, these are just a few of the things I personally do to make a difference and do my part for the environment. I would be honored to serve on the Board to continue to bring more local green changes and provide further education and opportunities for our beautiful community.

Resume of Education and Experience:

Further details on employment attached - 11+ years in Advertising and Marketing Certified Plant-Based Chef - Rollins College, Bachelor of Arts in Economics, Cum Laude - Winter Park, FL - 2005 - Natural Gourmet Institute, Certified Chef - New York, NY - July 2015 LINKEDIN PROFILE:
<https://www.linkedin.com/in/archerjenny/>

Member of the Following Organizations:

Venice Area Beautification, Inc. + Yesahcan Sanctuary Volunteer Group

[Jen Archer Resume.pdf](#)

Upload a Resume

Acknowledgements