

# Sharon C. Jenkins

Houston, TX 77090 | 281-624-9111 | [sharjen@mail.regent.edu](mailto:sharjen@mail.regent.edu) | [www.LinkedIn/in/sharonjenkins](http://www.LinkedIn/in/sharonjenkins)

## EDUCATION

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<b>Doctor of Strategic Communications</b> Regent University, Virginia Beach, VA	Anticipated December 2026
<b>Non-Profit Management Certification, Non-Profit/Public/Organizational Management</b> One Star Foundation, Impact Texas, Austin, TX	June 2013
<b>Master of Arts in Education</b> Oral Roberts University, Tulsa, OK Cum Laude	July 1994
<b>Bachelor of Science in Health Services Management</b> Norfolk State University, Norfolk, VA	June 1984
<b>AAS in Business Administration</b> Thomas Nelson Community College, Newport News, VA	May 1981

## TEACHING EXPERIENCE

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<b>University of Houston - Downtown</b> <i>Houston, TX</i>	September 2009 - June 2010
As a college adjunct teaching Business Communications, I share my expertise in effective written and oral communication skills with aspiring professionals. I guide students in developing professional correspondence, presentations, and interpersonal communication strategies, equipping them to excel in diverse business settings.	
<b>Lonestar Community College</b> <i>Continuing Education, The Woodlands, TX</i>	January 2008 - August 2009
As a continuing education instructor teaching beginning computer courses to adult students, I bridged the digital divide by providing accessible and engaging learning experiences. I guided students through the fundamentals of computer operation, software applications, and internet navigation, empowering them to navigate the digital world confidently.	
<b>Aldine Independent School District</b> <i>COMPASS, Houston, TX</i>	August 2004 - 2007
As an online educator in an alternative school, I provided personalized learning experiences tailored to each student's unique needs and pace. I fostered a supportive and inclusive	

learning environment, empowering students to reach their full potential through flexible online courses and individualized guidance.

**Channelview Independent School District**

August 2001 - April 2003

*Alice Johnson Junior High School, Channelview, TX*

As a middle school computer teacher, I sparked students' curiosity about technology and its endless possibilities. I introduced them to the Microsoft Office Suite, gaming, and online safety, laying a solid foundation for their future in the tech-driven world.

**Cumberland County Schools**

August 1997 - May 2001

*Pine Forest High School, Fayetteville, NC*

As a business education teacher, I guided students on their journey to becoming successful entrepreneurs and business leaders. I taught courses in general business management and keyboarding equipping them with the knowledge and skills they need to thrive in the dynamic world of business. I also served on state and local committees to develop curricula for business education students that were educator-friendly.

**Tulsa Community College**

September 1996 - December 1996

*Accounting Adjunct Professor*

As an adjunct professor teaching first-year accounting at a community college, I laid the groundwork for students' future careers in finance and accounting. I introduced them to the fundamental principles of accounting, financial statements, and basic bookkeeping techniques, equipping them with the essential knowledge and skills to succeed in the field.

**Indian Nations Council, Boy Scouts of America**

*Learning for Life Instructor (Seasonal)*

September 1992 - June 1994

As a Learning for Life Instructor with the BSA in the Tulsa Public Schools, I fostered character development and life skills in elementary through high school students. Through hands-on activities, community service projects, and leadership opportunities, I helped students develop essential qualities such as integrity, compassion, and resilience, preparing them to navigate the challenges and opportunities of the 21st century.

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## RESEARCH EXPERIENCE

**Doctoral Researcher**

June 2023 - Present

As a doctoral student in strategic communications researching intergenerational communications and Generative AI, I am deeply invested in understanding how these technologies are shaping human interaction across generations. Through my extensive research project, I aim to uncover the potential benefits and challenges of Generative AI in facilitating intergenerational dialogue and bridging communication gaps.

**Historical Researcher for**

January 2008 - June 2010

*The Houston Citizens Chamber of Commerce*

As the Historical Chair for The Houston Chamber of Commerce, I was dedicated to preserving the rich history and legacy of the organization and its contributions to the African American business community in Houston. I worked to document significant events, milestones, and individuals who have played pivotal roles in the Chamber's success, ensuring that their stories are remembered and celebrated for generations to come.

## **PUBLICATIONS**

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### **Books**

*Divine Ink: Crafting a Message for God's Purpose* (March 5, 2024) This book is a clarion call to Christian writers to embrace their divine purpose as modern-day scribes, offering twelve principles inspired by Nehemiah to empower literary evangelism and healing through writing.

*A Powerful Woman Workbook* (Co-Authored) (August 18, 2022) This workbook is a is a transformative journal designed to help women activate their inner power and unlock their path to personal success.

*The Untold Love Story (The Virtuous Woman Series Book 1)* (January 16, 2023)  
Explores themes of love and redemption within a Christian context.

*The Lost Queen (The Virtuous Woman Series Book 2)* (December 16, 2023)  
Continues The Virtuous Woman Series, delving into the journey of a royal figure's transformation.

*The Bible's Broken Children* (January 16, 2023)  
Explores stories of brokenness and redemption within a biblical framework.

*You Can Be A Super Author Too!* (August 25, 2022)  
Offers insights and inspiration for aspiring authors. Barnes & Noble

*The Nehemiah Principle: A Call to Literary Evangelism for Christian Writers* (November 7, 2022)  
Encourages Christian writers to embrace their role in literary evangelism.

*Are You a Super Author?: 14 Stories of Super Authors Who Have Mastered Authorpreneurship* (January 29, 2017) This book is a reality-based guide offering aspiring authors insider insights and actionable strategies to achieve publishing success.

*Authorpreneurship: The Business Start-Up Manual for Authors* (September 1, 2014)  
Guides authors on the business aspects of writing and publishing.

*Beyond the Closet Door, Christ's Rescue from Abuse* (May 14, 2012)  
Addresses healing from abuse through faith.

*Maximize Your Book Sales With Data Analysis: The Cure for Authorship Analysis Paralysis* (July 4, 2017) Provides strategies for authors to enhance book sales through data analysis.

*The Super Author Journal* (July 4, 2017)

A journal designed to assist authors in their writing journey.

*The Super Authordom Notebook* (July 4, 2017)

A companion notebook for authors to organize their ideas and plans.

*Using Periscope to Write Your Next Bestseller* (Periscope Your Book Book 1) (July 4, 2017)

Discusses leveraging Periscope for writing and marketing books.

*Using Periscope to #CreateBookBuzz* (Periscope Your Book Book 3) (July 4, 2017)

Focuses on creating buzz for books using Periscope.

*Using Periscope to Master Authorpreneurship* (Periscope Your Book Book 2) (July 4, 2017)

Covers mastering the business side of authorship with Periscope.

*The Beauty of Life: One Woman's Reflections on Life, Love, and Living* (July 4, 2017)

A collection of reflections on various aspects of life.

*Are You a Marketing Movie Star?: The Business Woman's Key to Knowing Her Audience* (July 4, 2017) Provides marketing insights for businesswomen.

*Unlock the Bank to Your Book Dream* (July 4, 2017)

Offers guidance on funding and realizing book publishing aspirations.

## **CONFERENCES AND PRESENTATIONS**

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Featured Workshop Instructor, “I Always Win” Empowerment Conference, Topic: “Learn How to Write a Book” Session, August 18, 2023

Featured Author, Black Authors Matter TV, Online, August 17, 2023

Featured Speaker, Writer Con, Topics: Are You a Marketing Movie Star? And The Writers Conference is Over...Now What?, Oklahoma City, OK, Labor Day Weekend, 2021 & 2022

Visionary & Event Coordinator, Cooking-n-Booking Digital Chef Competition, Houston, TX, San Antonio, TX, Baton Rouge, LA, May 30, 2021

Panelist, The Powerful Hour, Business Edition, 2022 Ready, Houston, TX, December 7, 2021

Featured Author, Keller Williams Realty, Hosted by KW Southwest, The Author Amongst Us, Houston, TX, November 24, 2019

Visionary & Event Coordinator, CEO Marketplace Authors Showcase, Houston, TX, December 13, 2019

Workshop Leader, The Living Your Dream Conference: The Authorpreneur Track And Write Your Book in 90 Days, Alpine Lake Resort, Terra Alta, West Virginia, Fall 2019 - 2020

TCWA Authors Showcase, Featured Host, Bus Boys and Poets, Washington, DC, September 13, 2019

Featured Speaker, Write to Heal, Virtual Summit, Theme: I AM Evidence! Healing for the Healers, Online, July 22 - 26, 2019

Featured Author, wwwwriters Network & Jeru Publications, Online Author Showcase, January 23, 2019

Featured Speaker, CEO Saturday Business Symposium, Topic: Maximizing Your Business Story and Presence in the Marketplace, Houston, TX, December 15, 1018

Featured Speaker, The Authors Marketing Event, Topic - Book Marketing, July 2018 & 2019

## **GRANTS**

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Humanities Texas Mini-Grant, 2007. To complete a documentary on the history of the Houston Citizens Chamber Of Commerce.

## **ADMINISTRATIVE EXPERIENCE**

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**Chief Marketing Officer**, JTV One Studios

September 2024 - Present

As Chief Marketing Director, I am responsible for driving the company's marketing strategy and overseeing the execution of initiatives to enhance brand visibility, audience engagement, and revenue. My key responsibilities are:

Provide Strategic Leadership

**Marketing Strategy Development:**

- Create and implement marketing strategies aligned with the company's goals.
- Focus on audience acquisition, retention, and revenue growth.

**Brand Management:**

- Oversee the company's branding to ensure consistency and appeal across all media platforms.
- Enhance brand reputation and positioning within the competitive media landscape.

**Data-Driven Decision Making:**

- Analyze market trends, audience behavior, and industry data to guide strategies.
- Use metrics to track the performance of marketing campaigns and adjust as needed.

**Campaign Development and Management**

*Create Integrated Marketing Campaigns:*

- Design and manage campaigns across multiple platforms (TV, social media, web, print, etc.).
- Align content marketing, digital advertising, and sponsorship efforts for maximum impact.

*Audience Engagement:*

- Develop strategies to increase audience loyalty and interaction.

- Leverage user feedback and engagement data to refine campaigns.

## **Digital and Content Marketing**

### *Digital Marketing:*

- Oversee SEO, SEM, email marketing, and social media campaigns.
- Drive the use of emerging technologies like AI, AR/VR, or programmatic advertising.

### *Content Strategy:*

- Collaborate with content creators to ensure media offerings resonate with target audiences.
- Use storytelling and multimedia to build strong emotional connections with audiences.

## **Collaboration and Management**

### *Team Leadership:*

- Lead and mentor the marketing team, ensuring alignment with company goals.
- Foster collaboration between marketing, sales, and content production teams.

### *Stakeholder Communication:*

- Communicate the value and outcomes of marketing efforts to executives, investors, and partners.

## Revenue and Partnerships

### *Monetization:*

- Develop strategies to monetize content through sponsorships, advertisements, and partnerships.
- Collaborate with sales teams to drive ad revenue and secure deals with brands or agencies.

### *Partnership Development:*

- Build and manage relationships with external partners (e.g., advertisers, platforms, influencers).

## Innovation and Growth

### *Market Expansion:*

- Identify opportunities to expand into new markets or demographics.
- Oversee campaigns targeting diverse audience segments.

### *Technology Integration:*

- Stay ahead of industry trends, adopting new tools and platforms to enhance marketing efficiency and reach.

## **Founder and Principal**

January 2006 - September 2024

### The Master Communicator's Writing Services

I provided the following services to aspiring authors:

Writing Coaching - Guided authors through the writing and publishing process. My tasks often include:

- Planning and Structuring:
- Helping authors outline their books and create a writing plan.
- Identifying the target audience and market for the book.
- Accountability and Support:

- Providing encouragement and feedback to keep authors on track.
- Setting deadlines and offering guidance through challenges.
- Writing Development:
  - Offering advice on storytelling, pacing, and voice.
  - Identifying and addressing weaknesses in the manuscript.
- Publishing Strategy:
  - Helping authors decide between traditional, hybrid, or self-publishing.
  - Guiding on query letters or proposals for traditional publishing.

Book Editor - refined manuscripts to make it publish-ready.

- Developmental Editor: Focused on big-picture elements like structure, flow, and character development. Provided feedback on plot holes, pacing, and overall coherence.
- Line Editor: Focused on sentence structure, tone, and readability. Ensured the writing flows smoothly and maintains the author's voice.
- Copyeditor: Focused on grammar, punctuation, spelling, and style consistency. Checks for factual accuracy and clarity.
- Proofreader: Provided a final check for typos, formatting issues, and errors. Ensured the manuscript meets publishing standards.

Publisher

- Responsible for bringing the book to the market. My tasks included:
- Acquisition and Production: Reviewing manuscripts and deciding which to publish. Coordinating editing, design, and formatting of the book.
- Design and Printing: Overseeing cover design, interior layout, and typesetting.
- Arranging for printing or digital formatting.
- Distribution: Ensuring the book is available in stores, online platforms, and libraries.
- Working with distributors or managing direct sales.
- Marketing and Promotion: Developing and executing a marketing plan for the book. Organizing events, advertisements, and media outreach.
- Rights Management: Handling copyrights.

Events

- Founded and Hosted *Write A Book* Summits
- Created *America's Greatest Author* Award
- Radio and Podcast Host for *The Literary Showcase*, *Authors Central Station*, *Luminance Radio Show* and Podcast

**Journal and Magazine Editor, [d-mars.com](http://d-mars.com)**

July 2011 - September 2013

As an editor, my responsibilities included:

- Content and Direction: Oversaw the publication's vision and ensured alignment with the target audience.

- Editorial Planning: Created editorial calendars, generated story ideas, and assigned articles to writers.
- Editing and Quality Control: Reviewed and edited submissions for accuracy, clarity, and consistency, maintaining the magazine's voice and standards.
- Collaboration: Worked closely with hundreds of writers, designers, and photographers to produce engaging layouts and visuals.
- Advertiser Coordination: Collaborated with advertisers and marketing teams to balance editorial integrity with business goals.
- Trend Monitoring: Stayed ahead of industry trends to ensure the magazine remained relevant and competitive.
- Strategic Contributions: Played a role in planning for audience engagement and publication growth.
- Outcome Delivery: Delivered polished, compelling content that resonated with readers and upheld the magazine's reputation.

**Graduate and Volunteer**

January 2011 - December 2011

National Hispanic Professional Organization (NHPO) Leadership Institute

My roles and responsibilities related to the Leadership Institute at NHPO and LIAA:

Graduate of the Leadership Institute at NHPO:

- Gained leadership skills and developed expertise in organizational development and community engagement.
- Learned effective strategies for leadership, team dynamics, and program implementation.
- Trainer for New Leaders:
- Assisted in training programs for emerging leaders, focusing on youth and adult participants.
- Empowered individuals to develop their potential and contribute meaningfully to their communities.

Continuing Education Chair for LIAA:

- Organized workshops, seminars, and professional development opportunities for alumni.
- Identified relevant topics and coordinated with expert speakers to ensure high-quality events.
- Promoted lifelong learning and collaboration among alumni to sustain engagement with the institute's mission.

**Executive Director, Angelle's Project**  
2010

October 2007 - January

As the Executive Director of Angelle's, a grassroots organization, my responsibilities included:  
Organizational Development:

- Built the organization from its inception to a thriving community presence.
- Established a residential program for ex-offenders to aid in their reintegration.

Program Development and Management:

- Developed and implemented the company's training program.
- Managed clients participating in a work program to ensure successful outcomes.
- Initiated and oversaw the implementation of new programs aligned with the organization's mission.

Volunteer and Staff Supervision:

- Recruited, trained, and managed student and adult volunteers.
- Supervised staff to ensure operational efficiency and adherence to organizational goals.

Community and Partnership Engagement:

- Established partnerships with organizations such as Comerica Bank, Rice University, and Gulf Coast Community Services Association.
- Fostered relationships with local businesses and stakeholders to strengthen community ties.

Fundraising and Resource Development:

- Designed and executed fundraising strategies to secure financial support.
- Identified and applied for grants and other funding opportunities.

Professional Development and Certification:

- Became a certified Real Colors Personality Facilitator to enhance team dynamics and training.
- Completed FUUSA's 9-month Non-Profit Capacity Building Program to strengthen organizational skills.
- Joined Impact Texas, a state initiative for non-profit leaders, to remain at the forefront of non-profit leadership best practices.

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## TEACHING PROFICIENCY AND INTERESTS

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• Curriculum Development	• Professional Writing
• Business Communications	• Digital Communication
• Self Help, Romantic Suspense, and Inspirational	• Media Studies
• Intercultural Communications	• Public Relations
• Communication Ethics	• Communication Research Methods
• Public Speaking	• Communication Theory

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## COMMITTEE WORK

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**Houston Community College Business Mentor for HCC Center for Entrepreneurship**

Fall 2022. Helped prepare small business owner for business plan competition.

**Brilliant Women in Film** January 2023 - April 2024. Served as a board member, contributing to the overall management of the organization and its educational component.

**CEO Ministry, Windsor Village United Methodist Church**, January 2005 - December 2007. As Scholarship Chair, I managed and oversaw the scholarship program, ensuring they align

with the organization's mission and goals. Responsibilities include designing application criteria, promoting opportunities, and organizing the review process to select recipients based on academic achievement, financial need, or leadership. I maintained records, tracked program outcomes, and ensures scholarship funds were distributed fairly and in compliance with legal requirements.

## **PROFESSIONAL MEMBERSHIPS**

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- Christian Entrepreneurial Organization
- Texas Authors Institute of History
- Camouflaged Sisters

## **HONORS AND AWARDS**

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- Received the 2024 Texas Authors Advocate Award from the Texas Authors Institute of History, Inc.
- Received The 2015 Author of the Year award from The Secret Place Book Club (SEG-Way INTL)

## **MILITARY AND CIVILIAN GOVERNMENT EXPERIENCE**

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<b>Supply Clerk</b> , U.S. Army, E-4	January 1975 - November 1977
<b>Civilian Inventory Management Specialist</b> , TACOM	September 1984 - July 1994

## **LANGUAGES**

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English: Fluent