

# JENNIFER CHAPPELL

[JNNFR.R.CHPPLL@GMAIL.COM](mailto:JNNFR.R.CHPPLL@GMAIL.COM)

[👉 JNNCHPPLL.COM](https://jnnchppll.com)

## OVERVIEW

Dynamic, community-focused leader with extensive experience in public service, project management, digital strategy, and stakeholder engagement. Known for strong organization, collaborative leadership, and the ability to align people, processes, and resources to achieve meaningful outcomes. Seeking opportunities that value creativity, strategic thinking, and impact-driven work.

## EXPERIENCE

### Councilwoman | Louisville Metro Council

JANUARY 2023 - PRESENT

- Elected to represent District 15 in November 2022.
- Draft, sponsor, and support legislation that advances community priorities.
- Serve on key committees, including Planning & Zoning, Public Works, and Government Oversight & Accountability, and on commissions such as the Commission on Public Art (COPA), the Domestic Violence Prevention Coordinating Council (DVPPC), and the Tree Advisory Commission.
- Chair, Committee on the Efficiency of Boards and Commissions
- Co-chair, Metro Council Majority Caucus
- Manage District capital projects, coordinating with Metro agencies, neighborhood groups, and partner organizations.
- Oversee strategic use of multiple funding pools, leveraging community partnerships to maximize investment.
- Address constituent concerns and provide ongoing communication and support.
- Supervise staff and interns; manage workflows and district initiatives.

### Account Manager & Strategist | ProMedia Group

JULY 2019 - PRESENT

- Develop and execute comprehensive digital and traditional marketing strategies for a diverse range of clients.
- Write, develop, and pitch proposals to secure new and continued partnerships.
- Collaborate with creative, advertising, and analytics teams to gather assets and ensure alignment with campaign goals.

- Maintain strong client relationships and provide detailed reporting on campaign performance and ROI.
- Conduct market research to identify opportunities and optimize client positioning.
- Ensure brand consistency and support brand growth, awareness, and equity.

### **Senior Digital Project Manager | Sierra Interactive, LLC**

MARCH 2017 - DECEMBER 2018

- Managed website projects from concept to launch, working closely with design and development teams to stay on schedule.
- Created and implemented a new production system for templated website products, increasing company-wide site production by 257%.
- Served as primary contact for clients post-launch, providing support, strategic planning, and long-term success tracking.
- Built a more efficient project-tracking system to streamline workflows.
- Collaborated with developers to introduce new features and improve existing site and CRM functionality.

### **Assistant Project Manager | Morel Construction Co., LLC**

JUNE 2012 - MARCH 2017

- Oversaw subcontractor database and managed bid processes for multimillion-dollar construction projects.
- Prepared and executed contracts, purchase orders, and change orders.
- Led marketing efforts, including website management and a company newsletter.
- Updated company policies, procedures, and manuals for administrative and field staff.
- Supervised administrative staff and supported company leadership.

### **Account Executive | G.W. Berkheimer Co., Inc.**

APRIL 2004 - MAY 2012

- Managed special programs and regional marketing efforts.
- Developed procedures for standardized warranties with nationwide vendors.
- Processed warranties and monitored accounts for overdue billing.
- Performed daily financial closeouts and prepared bank statements.
- Managed scheduling, invoicing, databases, and office supply procurement.

## **EDUCATION**

### **Bachelor of Arts | Bellarmine University, Louisville, KY**

AUGUST 2005 - DECEMBER 2009

Concentration in writing, journalism, communication, and secondary education.

## SKILLS & KNOW-HOW

- Project & Program Management (PMP Classroom Certified)
- Digital Strategy & Marketing
- Content Creation & Copywriting
- Public Speaking & Community Relations
- Event Planning
- SEO & Analytics (Google Analytics, Google Ads)
- Email Marketing & Automation (multiple platforms)
- CRM & CMS Systems (WordPress, SquareSpace, various CRMs)
- Social Media Strategy & Ad Management (FB, IG, LinkedIn, X, TikTok, etc.)
- Graphic Design
- Team & Client Management
- Agile methodology
- Software & Tools: Basecamp, MS Project, Slack, Teams, Google Workspace

## LEADERSHIP & COMMUNITY ENGAGEMENT

- Jefferson County Soil & Water Conservation District Supervisor (2017–2022)
- Schnitzelburg Area Community Council: President (2020–2022), Board Member (2012–2019)
- Center for Neighborhoods Board Member (2017–2025)
- Founder & Project Manager, Three Points Louisville (2014–Present)
- Lead Organizer, World Championship Dainty Contest & Dainty Fest (2020–Present)
- Volunteer & Former Board Roles: LIBA, Buy Local First Fair, Brewfest, Youth Make Louisville, Louisville Zoological Gardens (2,000+ volunteer hours)
- NCAA Field Hockey Athlete

## HONORS & RECOGNITION

- MarCom Awards: Platinum (Email Marketing, 2022), Platinum (Video, 2023), Platinum (Website Design & Branding, 2025)
- Brightside Golden Broom Award (2025)
- Graduate, Leadership Louisville Focus (2023)
- Graduate, Leadership Southern Indiana (2021)
- Green Spark Leadership Award (2019)
- Featured on LEO Weekly's "24 Twentysomethings Watch List" (2014)
- Graduate of Center for Neighborhoods' Neighborhood Institute (2014) & Green Institute (2013)

Enneagram Type 3 // DiSC Values D: 39, I: 53, S: 62, C: 78

References are available upon request.