

JENNY RAIN | Coach & Consultant

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SUMMARY

Success-oriented and passionate about helping people grow, I seek to play a critical role helping individuals improve their relationships & reach their potential. I help leaders impact target markets more effectively. Creative, resourceful, enthusiastic, and a great motivator.

EDUCATION

B.A., University of Iowa, 1992
Major: English; Minor: Communications
Dean's List; President's List

M.Div., Mercer University, 2011
Phi Kappa Phi Honor Society; Magna Cum Laude Honors

Ph.D. Candidate, 2024, Pacifica Graduate Institute, *Depth Psychology—Integrative Therapy & Healing Practice Specialization*

SKILLS

Training & Marketing Communications: 30+ years of training, coaching, marketing, messaging, design, and corporate communications experience.

Certifications: Information Mapping and Instructional Design, Help Desk Institute

Coaching Modalities: Internal Family Systems L1, Brainspotting L3, Constellation Healing, Internal Somatic Processing L1

BOARDS | AWARDS | PUBLICATIONS

2018 Co-Author: *Raised by Unicorns: Stories from People with LGBTQ+ Parents*, Cleis Press, June 2018

2015-2016: One Million Kids for Equality Board Member

EXPERIENCE

Jenny Rain Coaching & Consulting

2016–Current

Coaching

Equip client development through customized programs in a one-to-one environment.

- Assist clients in establishing a healthy, sustainable foundation to step into alignment with their purpose.
- Counsel people on how to improve their lives and reach their personal and business goals.

Consulting

Created comprehensive marketing communication frameworks and design solutions for multiple clients.

- Design marketing strategy for clients, including core identity, messaging architecture, brand, and digital expression.
- Develop integrated marketing campaigns, including content creation, scheduling, and campaign management.
- Establish creative direction and develop design concepts to advance each client's overall brand strategy.

Greenfield Belser/Finn Partners (GB)

2015–2017

Account Executive

The ubiquitous nutrition facts label was designed by the Greenfield-Belser Creative team.

- Oversaw marketing communication portfolios for internal & external clients.
- Created and implemented communications, training, and rollout for GB thought leadership and brand offerings.

NCC

2013–2015

Communications Director

- Established communications strategy to support multiple audiences, convey NCC's Core Identity and strategic initiatives, build the NCC brand, and create stakeholder engagement, acquisition, and retention.
- Provided strategic communications counsel to senior executives for all external communications opportunities.
- **The Porch Swing:** Innovated curriculum, sourced participants, led sessions, and mentored fifteen women ages 25-33.

The Armstrong Group (TAG)

2012-2013

Project Lead: Intentional Difference

Implemented and oversaw all aspects of the Intentional Difference (ID) product launch. ID became the flagship product for TAG and remains its highest revenue earner.

- Oversaw, coached, and trained five-member ID team.
- Branded ID product and designed and wrote marketing and communications collateral for digital and print media.
- Designed and led training with the Chickasaw Nation client.

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| MBC
<i>Assistant to Director of Operations</i>
Supported Director of Operations and twelve operations leaders. | 2009-2012 | Impact Innovations
<i>Training Manager</i> | 2002-2004 |
| <ul style="list-style-type: none">• Training: Developed, implemented, and assessed professional development solutions for external and departmental initiatives. Chosen by Director of Leadership and Development to be the go-to trainer on a variety of core competencies for staff.• Pastoral Counseling: Provided one-to-one care to those experiencing grief, divorce, job loss, chronic and terminal illness, relocation, and intimate partner violence.• Domestic Violence Mentoring: Mentored women in the Time to Fly program using a holistic approach of both spiritual and practical life skills training. | | <ul style="list-style-type: none">• Created, marketed, and managed professional development program for 20+ business units and 360+ employees.• Created and implemented company-wide Performance Consulting solution entitled the Professional Development Plan (PDP) to facilitate alignment and measurement of employee, business unit, and company performance objectives. Solution was adopted by the Human Resources unit and rolled into the employee annual review process. | |
| Time to Fly Foundation
<i>Consultant (part time)</i> | 2010-2014 | BioNetrix
<i>Training Manager</i> | 2000-2001 |
| <ul style="list-style-type: none">• Innovated a new strategy and led the team that redesigned instructional materials for cross-cultural adaption. Materials led to increased usability for global program participants.• In 2018, program was launched internationally in countries where violence against women is most prevalent. | | <ul style="list-style-type: none">• Created and implemented all training programs for internal and external customers. Successful initiatives increased revenue by 101% in Q1 of 2001, decreased necessity for engineers on-site, and resulted in a recreation of corporate mission, vision, and strategy.• Successful education of 95% of internal staff and BioNetrix clients and partners including high-level decision makers. Client product-knowledge retention rate resulted in decreased necessity for engineers on-site as well as expedited site-implementation | |
| Reynolds Lake Oconee
<i>Training Manager</i>
Responsible for development, strategic analysis, budget oversight, implementation, marketing, and assessment of a suite of training solutions for 22+ departments and 530+ employees. | 2004-2007 | SAIC
<i>Instructional Designer/Trainer</i> | 1996-2000 |
| <ul style="list-style-type: none">• Performed organizational needs analysis to benchmark current performance conditions, identify core competencies and skill growth areas, and determine optimal learning methods for employee culture.• Created and implemented the Professional Development Program for targeted employee development. Results included employee promotions, enhanced career tracking, and individual and department-level performance improvement.• Hurricane Katrina Relief Team: Selected for six-month crisis response team providing comprehensive, multidisciplinary services to victims of Hurricane Katrina. This included providing individual and family coaching, safety planning, and crisis intervention. Team responsible for assessing the situation and provide referrals for community resources. | | <ul style="list-style-type: none">• Developed product training, documentation, and CMM processes for FBI's National DNA Indexing System, CODIS. | |
| | | Sallie Mae
<i>Instructional Designer/Trainer</i> | 1992-1996 |
| | | <ul style="list-style-type: none">• Wrote 1993 Sales Training Manual, distributed to all Sallie Mae Sales District Heads for Sales Force Training. | |
| | | George Mason University
<i>Marketing Communications Assistant – Contract</i> | 1992 |
| | | <ul style="list-style-type: none">• Acted as an inter-departmental liaison within GMU to establish a marketing communications support system.• Developed, implemented, and marketed the Dialogue training program and co-managed the telemarketing team. | |