

Jennifer Kammeyer
jennifer@jenniferkammeyer.com
650.345.4050

EDUCATION:

Masters of Communication Studies, San Francisco State University, 2008

Course work included corporate, leadership, organizational, rhetorical, and theoretical communication as well as research methods and pedagogy.

Essentials of Marketing, UC Berkeley Extension, 1991

Course work included corporate marketing, advertising, and public relations.

Bachelors of Management Science, UC San Diego, 1987

Course work included economics, mathematics, statistics, psychology, and public speaking. Research included quantitative analysis of the effects of advertising in society.

RESEARCH:

Top Papers in Communication and Instruction, WSCA 2009

Mixing Psychology Theory and Communication Technology in the Classroom: Will Learning Increase?

Paper was based on quantitative research of multimedia vs. bullet point presentations.

Better Use of PowerPoint in Fire Service and EMS

Co-authored article based on industry research accepted for publication in JEMS, 2009.

Applying Cognitive Processing Theory and Multimedia Principles to PowerPoint: Will Learning Increase?

Thesis study showed improved learning outcomes for the multimedia presentation.

Top Papers in Communication and Instruction, WSCA 2008

Are We Serving Student's Well with Communication Textbooks' Recommendations About PowerPoint?

Paper was based on a content analysis of claims in CSU basic course books.

Technology, Corporate Rhetoric and the Shaping of Public Lives

Paper was a rhetorical analysis of Verizon CEO's 2006 public address.

Technology Leaders' Presentation Visuals: Are they Multimedia?

Paper was a content analysis of 20 CEO's conference presentations.

EMPLOYMENT:

Communication Consultant

6/98 - Present

Provide leaders message development, presentation creation, and speaker rehearsal.

Previously developed and managed complete marketing communication programs.

Recent clients include VC firms ABS Capital Partners, Sevin Rosen Funds, Sigma Partners, Woodside Fund as well as technology start-ups such as Entellium, Jellyvision, and Xsigo Systems.

Communication Instructor

8/07- Present

Teach Fundamentals of Oral Communication at San Francisco State University.

Blanc & Otus Public Relations

10/92 – 6/98

Director of Media & Message Training Division; Director

Started business division providing media and message training for all clients.

Managed account teams providing client strategy, media relations, and other public relations services. *Notable clients included Ariba, Business Objects, Persistence, SCO, Sybase, and Vitria.*

Shel Israel Public Relations

7/90-8/92; 4/88-7/88

Pollare/Fischer (now Fischer/Smith)

9/88-7/90

Account Executive

Performed media relations and speaker placement for financial and technology companies.

Notable clients included Acuson, MapInfo, and FileMaker.