

# Jennifer Bradley, JB Public Relations

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[jpublicrelations.com](http://jpublicrelations.com) - Website

*“Tell your Story; Before Someone Tells It For You”*

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## SUMMARY OF QUALIFICATIONS

- 26 Years PR/Marketing Industry Experience
- 10 years owning own PR Company
- Awards: 2023 Senior PR Practitioner of the Year (PRSA) & 2020 PR Practitioner of the Year (PRSA - Vegas)
- Experience in Communications/Media, Government and Public relations, Crisis Management, Marketing; Non-profit, Community Outreach; Donor Relations/Fundraising, Social Media, Event Planning, Volunteer, and Staff Management.

## PROFESSIONAL EXPERIENCE

### **JB Public Relations**

**July 2014 -Current**

- Own PR and Social Media Company for 10 years
- Securing media awareness, event sponsorship and media coverage for clients as well as social media support Steelman Partners (International), Nevada State College, Lexicon Bank, Vegas PBS, Cowabunga Bay and Canyon Waterparks, Lapour Partners (Colorado, AZ, Vegas, Lamar Billboards Las Vegas, Boca Park Fashion Village, Roseman University of Health Sciences, Clark County Medical Society, Teachers Health Trust, SCA Gaming/Promotions (Dallas), American Addiction Centers, NDL Group, Fort Apache Commons, The Hydrant Club, Absolute Dental, Mora Iced Creamery, Life Is Beautiful, Mead Law Group, Slaters 50/50 Restaurant, Tivoli Village, Adam Kutner & Associates, Tree of Life Dispensary, Lakeside Event Center, Echo & Rig Las Vegas, Marche Bacchus, Lola's Summerlin, The Juice Standard, Claire Sinclair, Broken Spoke Bike, LV Haunts, Chef Carla Pellegrino and Pirate Fest (Renaissance Festival).
- Opened Cowabunga Bay Waterpark, Adventure Combat Ops, Sunny Side Up, Solutions Recovery, Blinders Burgers & Brunch, Crossroads of Southern Nevada, Farm Table Kitchen +Spirits, Salyulitas, Maiden Bride, Escape Reality (and in Chicago), Lindbergh Men's Clothing, and Once Upon an Escape
- Partnered with 4 agencies in Reno and Arizona as their "PR" representative for southern Nevada for statewide coverage.
- Assisted PR for National Rugby League (2024), Wise Las Vegas (Women in Sports PR), NFL Draft (2022), Major League Rugby (2022), Las Vegas Bowl (current) & Vegas Golden Knights and Folded Flag Foundation (2018/2019)
- PR for NonProfits: Gigi's Playhouse, Lion Habitat Ranch, Serving our Kids Foundation, Project Marilyn, Save Red Rock, Clark County Medical Society Alliance, and Clark County Medical Society, Volunteers in Medicine.
- PRSA Award for PR Campaigns: PR Practitioner of the Year, Lion Habitat Ranch, Vegas PBS, Save Red Rock, and St. Jude Children's Research Hospital - Nevada.

### **Mass Media – Media Relations Director (Freelance & Employee)**

**November 2015 - Dec. 2016**

- PRSA Social Media Award for the Las Vegas Dome (NFL Stadium/Raiders Project); Media Trained Napoleon and key ambassadors; attend and assist with PR for Southern Nevada Tourism Infrastructure Committee.
- Securing coverage and leading all PR initiatives for Corporate and Healthcare clients with 1 team member Support Las Vegas Dome, McDonald's Vegas, P3 Health, Health Care Partners of Nevada, Team Health, Colliers International Vegas, HCA Hospital (ER grand opening), The Boulevard Mall, Miracle Flights, Nevada State College, Yellow Checker Star, Solomon Dwiggin & Freer, Pisanelli & Bice, Solutions Recovery, ABQ Health Partners and Smart City Networks.

### **BRAINTrust Marketing + Communications – Senior Public Relations Manager**

**October 2012– July 2014**

- Public and Media Relations for diverse clients in the hospitality, food & beverage, non-profit and entertainment industry: United Way of Southern Nevada, United Healthcare, LVH Hotel, Las Vegas Hilton, Trump International Hotel, Platinum Hotel & Spa, Laguna Cliffs Marriott Resort & Spa, Richard Petty Driving Experience, Pahrump (town), PINUP at Stratosphere Hotel and Home Again Attorney General Project.
- Successfully launched the American Muscle Car Experience at the Las Vegas Motor Speedway, opened The Style Lounge (at The Linq), the new Cowabunga Bay waterpark (securing over \$1million dollars in PR media coverage) and new agency office in Austin, Texas.
- Developed and implemented PR media stunt with the world famous Dog, "Boo" at Trump International Hotel for the "Dog Days of Summer" which generated over \$500,000 in PR value and more than 14million social media hits.

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### **SK+G Public Relations – Public Relations (Freelance)**

**February 2012 – October 2012**

- Publicist using traditional and grass roots efforts to manage an array of clients: Ethel M Chocolates, Sammy’s Woodfire Pizza, The Modern (Development), Fogo de Chao Steakhouse, Bacio at Tropicana, and Allegiant Airlines.
- Pitch national and local stories, celebrity sightings, promotions and coordinated interviews with media for our clients as well as managed client’s social media accounts and adhering to corporate communications responsibility.
- Establish philanthropic relationships with clients in the community.

### **Preferred Public Relations – Client Manager**

**April 2010 – February 2012**

- Publicist for a variety of entertainment and food and beverage clients, including: Cancer Treatment Centers of America, Rat Pack is Back, Todd English Pub, Ricardo’s Mexican Restaurant, Terry Fator, and Eva Longoria’s Beso Steakhouse.
- Launched and opened STK Las Vegas at the Cosmopolitan Hotel & Casino, and Sumita Beauty in the Fashion Show Mall.
- Developed charitable international campaign for MGM Grand’s Crazy Horse Paris and the American Cancer Society for breast cancer awareness & award winning PR campaigns for “Boots are Made for Rockin’ with KISS Monster Mini Golf.
- Responsible for creative events, such as the Guinness World’s Record World’s Largest Margarita at Ricardos and Southern Nevada Burn Foundation on their Burn Awareness Campaign and Fire & Rain event in 2010.

### **Candlelighters Childhood Cancer Foundation of Nevada**

**June 2008 to May 2009**

#### **Executive Director**

- Successfully negotiated and maintained corporate sponsorships for signature fundraising events (5K, Camp, Golf and Gala) and third party events. Generated of \$200,000 in media in-kind sponsorships for awareness.
- Worked with various local and state agencies on various policies pertaining to legislation that may affect the Candlelighters Childhood Cancer Foundation (including testifying to state legislative committees and collaborating with other non-profits supporting cancer, such as the American Cancer Society and Nevada Cancer for the “Fight Against Cancer” campaign, and participated in the state’s first Cancer Summit in Reno; and the national “Stand Up to Cancer” campaign.
- Persuasively wrote and received local and state grants for program support. Presented, developed and received the largest grant to date for a new unique, critical program for the community.
- Represented organization in all media relations, such as psa’s, and radio/tv/print interviews.
- Provided leadership in developing programs, organizational and financial plans and carry out policies authorized by local Board; as well as compliance with policies of national office. Participate; prepare and conduct board and committee meetings: Human Resources, Finance, Development, Government and Executive Committee.
- Responsible for the employee relations and human resource administration for staff, interns and volunteers.
- Proactively collaborated with other non-profits for fundraising events; such as Children’s Miracle Network, Leukemia Lymphoma Society, Brett Torino Foundation; A Caring Place; and more.

### **The Lili Claire Foundation**

**January 2005 to May 2008**

- Opened non-profit Family Resource Center for Las Vegas, through fundraising and developing community support in coordination with the Founder/CEO located at the corporate headquarters in California.
- Supervised genetics and behavioral medical and research programs, and all daily operational activities.
- Successfully generated over \$500,000-\$1,000,000, three years in a row, for benefit gala in Las Vegas.
- Achieved over \$250,000 in media (billboards, radio, television, hotel) donations for fundraising events, including golf, run and gala for both Las Vegas and Reno, and strategically communicate daily with public relations agency on building foundation awareness.
- Proactively communicated with Nevada, UCLA and Nashville medical directors and Deans regarding best practices with patient treatment, training of pediatric residents and doctoral students, and development of current programs, and expansion of services.
- Hired personnel, fundraising, budgeting, and establishing support and credibility with the Northern Nevada community for opening of Reno Center at Renown hospital, in spring, 2008.
- Aggressively advocated and outreached to community through PSA’s, radio and television interviews.

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- Successfully wrote local and state grants, including support from March of Dimes Foundation, Speedway Children’s Charities, Nevada State Health Division, Ronald McDonald House; A Hand Up Organization, and Jeff Gordon Foundation.
  - Organized and implemented fundraising events/programs with other community non-profit organizations: Nevada Childhood Cancer of Nevada, Make-A-Wish Foundation, Positively Kids, Down Syndrome Organization of Southern Nevada, F.E.A.T., Asperger’s Group, Family Ties of Southern Nevada, Adam Thomas Memorial Foundation, March of Dimes Foundation, Equestrian Aid Foundation, and Autism Coalition of Nevada.
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### **Awards:**

- PRSA (Public Relations Society of America - Las Vegas) - Senior Practitioner of Year - 2023 - PR Practitioner of the Year - 2020
- Modern Luxury/ Vegas Magazine - Dynamic Woman - 2021, 2022
- Deluxe Version Magazine - Top 10 Philanthropists of the Year - 2020
- NAWBO - National Association of Women Business Owners, Women of Distinction, Finalist, 2019 & 2020
- Vegas Chamber, Business Excellence Finalists - 2019
- Las Vegas Woman’s Magazine, Woman to Watch/Leading Ladies, 2018 - 2020
- My Vegas Magazine – Top 100 Women of the Year - 2014 - 2018
- Vegas Inc/In Business – Las Vegas Humanitarian of the Year Angel Award – June 2009
- Vegas Inc., In Business – Las Vegas 40 under 40 – February 2008

### **Boards/Committees:**

- American Cancer Society of Nevada (Board Co-Chair, 2019 - Current)
  - Sunrise Children’s Foundation, 2015 - Current
  - Better Business Bureau of Southern Nevada, 2018 - Current
  - St. Jude Children’s Research Hospital - Nevada - 2014 -Current
  - Las Vegas Fashion Council, 2019 - Current
  - Southern Nevada Pickleball Club- 2021 - 2023
  - Create a Change Now, 2019 - 2021
  - Executive Committee for PGA Shriner’s Hospitals for Children Golf Tournament – 2007, 2008, 2010 (Volunteer)
  - Member of Go Red for Women – American Heart Association (2014, 2015, 2019, 2020)
  - Leukemia & Lymphoma Man & Woman of the Year Campaign – 2010 and 2011
  - Autism Coalition of Nevada – Statewide – 2007 and 2008
  - “Spirit of the Year” Award and “Volunteer of the Month” Award for Make-a-Wish Foundation of Southern Nevada - 2003
  - Member of Women in Communications (WIC) & AFP – Las Vegas Chapter
  - Volunteer: St. Jude’s For Children, Make a Wish Foundation, American Cancer Society, Leukemia & Lymphoma of Southern Nevada, Miracle Flights, Spirit Therapies, Grant a Gift Autism Foundation, Burn Fdtn of Southern Nevada; Rare Disease Foundation
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### **Education:**

University of Texas at Arlington, Arlington, TX – December 1996

Business Administration – Minor in Marketing

### **Social Media:**

Twitter: [jenpbradley](https://twitter.com/jenpbradley) (Over 7900K followers)

Facebook: Vegas Public Relations (2300); (personal, 5,000)

Instagram: [JBPublicRelations](https://www.instagram.com/JBPublicRelations) (48K+ followers)

Linked In: [www.linkedin.com/in/jenniferpetersbradley](http://www.linkedin.com/in/jenniferpetersbradley) (More than 13,000 Connections)