

Jenalee Alexander

MARKETING PROGRAM MANAGER · PRODUCT LAUNCHES · BRAND OPERATIONS ·
STAKEHOLDER LEADERSHIP

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40% ATTENDANCE GROWTH	100+ VOLUNTEER WORKFORCE LED	5 Years CONSUMER BRAND EXPERIENCE	F500 CLIENT DELIVERY	Web + Mobile PRODUCT LAUNCH
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PROFESSIONAL SUMMARY

Marketing Program and Project Management professional with experience leading product launches, stakeholder engagement, and cross-functional initiatives across consumer brands, digital products, and nonprofit organizations. Proven ability to execute complex programs from concept through launch while aligning teams, mitigating risk, and delivering measurable business outcomes.

SELECTED LAUNCHES & PROGRAMS

LEADERSHIP TRAINING APP LAUNCH

Led cross-functional delivery of a web and mobile leadership platform from concept through launch, partnering with engineering, UX, and business stakeholders.

CONSUMER BRAND ACTIVATIONS

Executed marketing campaigns, media initiatives, and engagement programs for Blue Bell Creameries, strengthening brand visibility and customer loyalty.

MULTI-SITE EXPERIENCE TRANSFORMATION

Designed scalable engagement systems and operational processes that increased participation by 40% across multiple locations.

EVENT GROWTH INITIATIVE

Directed planning and execution of an annual large-scale event — 230+ participants, 80+ volunteers — achieving a 47% participation increase.

EXPERIENCE

Program Director

2022 – Present

Legacy Nashville · Nashville, TN

- Led strategic planning and operations for a multi-site organization serving 1,800+ weekly participants and 100+ volunteers, increasing engagement by 40%.
- Directed concurrent programs, campaigns, events, and operational initiatives, ensuring alignment across stakeholders, timelines, and objectives.
- Developed project plans, communication strategies, and reporting systems to improve execution consistency and organizational performance.
- Oversaw logistics, risk mitigation, and resource coordination for large-scale events and seasonal initiatives.

Project & Product Manager

2019 – 2021

Softway · Houston, TX

- Led cross-functional delivery of web and mobile digital experiences from concept through launch with engineering, UX, design, and business stakeholders.
- Managed project scope, requirements, timelines, risks, and stakeholder communication across multiple concurrent initiatives.
- Delivered customer-facing digital products for Fortune 500 clients, coordinating stakeholders, requirements, and launch readiness through Agile delivery practices.
- Translated business needs into requirements, user stories, and deliverables, bridging technical teams and business stakeholders.

- Coordinated end-to-end planning for documentary and media productions, managing timelines, budgets, vendors, and stakeholder communication.
- Production Manager for documentary series *Walk With Me* — oversaw scheduling, issue resolution, and on-site execution during international filming.

Marketing Manager

SPI · Houston, TX

2016 – 2018

- Developed strategic marketing plans supporting product sales, customer acquisition, trade show execution, and brand awareness.
- Executed promotional campaigns and customer-facing events supporting business growth objectives.

Digital Marketing Manager

Moody Gardens · Galveston, TX

2015 – 2016

- Executed integrated campaigns across digital channels, social media, email, and strategic partnerships; produced analytics reporting for executive leadership.
- Led a five-month social media campaign approved by Nickelodeon® marketing leadership.

PR Spokesperson & Brand Representative

Blue Bell Creameries · Brenham, TX

2011 – 2015

- Served as a trusted public-facing representative for a nationally recognized consumer brand, building relationships with customers, community members, media partners, and event attendees.
- Traveled nationally as a Blue Bell spokesperson, representing the brand through television, radio, social media, and public appearances while reinforcing consistent brand messaging and consumer engagement.
- Executed marketing initiatives that strengthened brand visibility, customer loyalty, and community connection.

CORE EXPERTISE

Program Management

Product Launches

Stakeholder Management

Cross-Functional Leadership

Campaign Planning

Timeline Management

Risk Management

Brand Marketing

Consumer Products

Marketing Operations

Customer Experience

Vendor Management

Agile PM

Launch Readiness

Communications Strategy

EDUCATION

Baylor University

Bachelor of Arts · Journalism, Public Relations & New Media · Film & Digital Media