

## Jennifer J. Parker, Owner

Certification Type: Dual Certification: Minority and Women-Owned Business Enterprise (MWBE)

## OVERVIEW

Jackson Parker Communications, LLC is a public relations consulting firm that offers integrated marketing solutions, public relations, branding development, event planning and management, and community outreach.

Jennifer J. Parker as the lead consultant for Jackson Parker Communications provides customized services that exceed expectations. The firm has been successful pitching creative angles for newsworthy stories and developing effective campaigns that incorporate print, television, outdoor signage, radio, video and, digital and social media.

## WHY JACKSON PARKER COMMUNICATIONS?

We are known for innovative PR and integrated marketing plans that communicates an effective message and makes a connection with each targeted audience.

- We have a network of creative professionals.
- We research your industry and focus on you.
- We understand that your voice and your vision are Important.
- Not just one method, we use an integrated marketing strategy. To break through the media noise and get the attention of busy people requires a comprehensive, innovative and strategic communications plan that uses a mix of public relations, advertising, direct marketing, and social media and website solutions.
- We are successful in creating and pitching innovative and newsworthy stories to the press.
- We develop creative and professional promotional materials that stand out.
- We develop quality and unique events that make a statement.
- We have experience working with an array of clients – government, private, and not-for-profits.

# CASE STUDIES

## Community and MWBE Outreach

### Canalside/Erie Canal Harbor Development Corporation

A member of the Eric Mower & Associates Communications Team, Jackson Parker Communications LLC developed the MWBE outreach plan and is currently managing the MWBE and Minority Outreach planning for this project. An array of community outreach strategies, integrated marketing tools and informative events are used to engage and attract qualified MWBE contractors and developers.

**Audience/Objective:** Minority and women-owned businesses and developers/ Increase awareness and involvement in current and future opportunities at Canalside. [www.canalsidebuffalo.org](http://www.canalsidebuffalo.org) (716)846-8200

### Dormitory Authority of the State of New York (DASNY)

Jackson Parker Communications was retained by the executive team of DASNY to plan and manage the 2014 NYS WNY Regional MWBE Outreach Event. Our firm provided assistance with planning, developed the marketing and media plan, secured media placement, provided event management and lead principal served as the event MC. [www.dasny.org](http://www.dasny.org) (518)257-3000

### Black Capital Network LLC, "Have you heard about the New Buffalo?"

**Networking Events** – Company and networking series developed by Jennifer J. Parker, the owner of Jackson Parker Communications.

The networking series features key development locations in Buffalo with the goal of updating and connecting professionals and MWBE business owners to the project decision makers. Previous networking events have highlighted Buffalo newest waterside designation, Canalside and the Buffalo Niagara Medical Campus.

## Integrated Marketing Communications

### Millennium Collaborative Care

Jackson Parker Communications was hired to help define and brand the new healthcare organization actively engaged in transforming the delivery of health-care to the Medicaid community. The integrated marketing plan included developing the brand and key messaging, coordinating the development of a new logo and tagline, promotional items, video and new website.

### Community Health Center of Buffalo, Inc. (CHCB)

CHCB retained Jackson Parker Communications to provide the medical facility with a comprehensive marketing plan that included public relations, brand development, press events, collateral development, website and social media development and maintenance. The objective was to profile the medical facility as a quality health care provider and profile the CEO as a health care expert. [www.chcb.net](http://www.chcb.net) (716)986-9199 ext. 8896

### Burgard High School Advanced Manufacturing Program

Jackson Parker Communications developed an integrated communications strategy to bring awareness about the new program and increase enrollment. Recognizing that the students were an important part of branding this initiative, our plan included the development of a logo and a campaign to build brand advocates. Promotional items included bill boards, lawn signs, flyer, brochure, bookmarks, stickers and a mini website. [www.burgardinnovates.com](http://www.burgardinnovates.com)

## NAICS CODES:

Public Relations Agencies 541820  
Marketing Consulting Services 541613  
Graphic Design Services 541430  
Advertising Agencies 541810  
Media Buying Services 541830

# WE POSITION OUR CLIENTS FOR SUCCESS

## STATE

Erie Canal Harbor Development Corporation/Canalside Buffalo

Dormitory Authority of the State of New York (DASNY)

43North

Burgard Advanced Manufacturing Program

Millennium Collaborative Care

University at Buffalo Millard Fillmore College  
(Division of Continuing and Professional Services)

## FEDERAL HEALTHCARE CENTERS

Community Health Center of Buffalo, Inc.

Community Health Center of Niagara Falls

## CITY/AUTHORITY

Niagara Falls Housing Authority

