

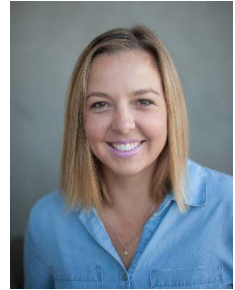
Category A1: Jenna Meistrell, Body Glove

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RESUME

Experience

NOVEMBER 2016 – PRESENT

Brand Director / Body Glove/ Marquee Brands

OCTOBER 2015 – PRESENT

Advisor / Earths Oceans

Earth's Oceans: OUR MISSION is ambitious, but necessary. Create a global network of incentive-based, self-sustaining plastics recycling facilities that will pay community members to pick up plastics and trash along their oceans and beaches. These facilities will repurpose and resurrect these plastics into useful products, community development and educational awareness programs.

JANUARY 2015 – OCTOBER 2016

Committee Chair to Board / Dive N Surf Inc.

- Schedule dates, times and location for meetings
- Establish and confirm an agenda for each meeting
- Officiate and conduct meetings
- Ensure all agenda items have been discussed
- Work with secretary of the board to make sure notes have been taken
- Provide leadership & ensure committee members are aware of their obligations

JANUARY 2014 – OCTOBER 2016

Managing Director / Body Glove International

2010 – MAY 2016

Scuba Instructor / Dive N Surf Retail

Doing what I love the most, getting in the water and teaching people how to dive. It is so amazing to watch someone dive for the first time, breathing under water and seeing a whole new world open up to them.

AUGUST 2009 – JANUARY 2014

Communications Director / Body Glove International

SEPTEMBER 2008 – DECEMBER 2008

Media Communication / Surf Aid International

- Assisted in event planning (Swim 4 Life 2009)
- Management of SurfAid social networking sites (Twitter, Facebook, Myspace)
- Creation and distribution of press releases
- Assisted in daily managerial activities
- Foundation Search

JANUARY 2008 – MAY 2008

Marketing Intern / PADI

PADI: Professional Association of Diving Instructors

Conducted market research and created a marketing plan for the University of San Diego

Planned events such as Discover Scuba in order to attract more of the target market

Created weekly market analysis reports

Education

2009

Bachelor of Business Administration

University of San Diego

Major: Business Administration and Management Minor: Communications

POSITION STATEMENT

The dive industry is faced with the difficult task of maintaining its user base and developing programs to grow in a time of fierce industry competition.

Consumers are working harder than ever and their free time is extremely limited. Our youth are spending more time on their electronic devices than out in the fresh air. They will choose to do sports and hobbies but they are learning about what they want to do via the internet and the influencers that they follow. Our industry has better photography assets than any industry out there.

What are we doing with those assets to promote to the youth? These consumers are also extremely fed up with in your face marketing. They spend so much of their solitary time on devices that they yearn for experiential events. They are also into seeing the world and traveling, making sure to post those great travel pictures for the world to see. Our goal should be to get that initial diver hooked, buying gear, following our media sites, traveling to destinations around the world diving, taking photos and posting for their friends to see. So many of my friends always tell me "I don't know why I haven't signed up for a dive class yet?" The ones I convince are typically hooked. One of my many goals as a DEMA board member is to assist in building a strategy to target these consumers and make them divers for life.