

A decorative swirl pattern in a lighter shade of blue is located on the left side of the slide, partially overlapping the main text area.

# J&L Communications

CEO/Founder: Jennifer Compton  
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Phone: 615-969-4737

# Our story

J&L Communications is a B2B marketing and communications consultancy. We partner with communicators and marketing executives to help them do their jobs better with our agile approach and deep expertise. We develop and execute impactful campaigns that see the light of day.

We are a small business with big business experience and a global reach. We have decades of experience working in house at large organizations and within global agencies. Our clients range from Fortune 500 companies to start-ups, spanning professional services, financial services, technology and healthcare. J&L Communications is a New York State and WBENC-certified Women Owned Business founded in 2013.

## **Our team partners with you to develop the right strategy**

Everything we do starts with your specific business challenges. We integrate into your team, listen to your needs and work alongside you to strategize and execute marketing campaigns, build better communications practices and provide agile counsel and insight as your market evolves.

## **We are agile**

We provide the services and counsel you need to develop and deliver better marketing and communications programs and processes. Our team of flexible, and digital-first experts cross industries and have deep skillsets in their respective fields. We also understand business doesn't always run 9-5, campaigns shift in a changing world. With us, you can expect fast, seamless access to our expertise and quick strategic thinking. No fuss. No waiting. Just the right people at the right time

We have a proven track record of helping organizations successfully reach and engage audiences around the business-critical issues of **diversity, equity and inclusion**. And as a minority-owned company ourselves, we're perfectly placed to ensure every communications program we develop in this area is authentic, relevant and effective. **Whether it's smart strategic counsel, world-class delivery or both, our work creates a lasting impact for your business.**

# The value we bring

## We...

- Act as an **extension of your team**
- Tap into the **senior experts you need**, when you need them
- Put **people first**: we care for our clients, what keeps you up, keeps us up
- Deliver **quality, affordable, and actionable** creative work
- Minimize overhead
- Are **agile and adapt** to your challenges and priorities
- Make you **look good**

People are increasingly looking to buy from and work for organizations that share their values around diversity, inclusion and social justice.

J&L Communications is certified by The Women's Business Enterprise National Council (WBENC) the most widely recognized and respected certification for women-owned businesses in the U.S.

You and your clients, benefit from the heightened levels of innovation and competition found among smaller businesses like us and gain first-mover advantage on cutting-edge technologies. And, crucially, it helps you and your clients boost resiliency and agility in the face of disruption, a key competitive advantage in today's unpredictable world.

In addition to J&L being certified by New York State and WBENC, CEO Jennifer Compton serves on the Fundraising and Marketing Development Committee for The Campaign Against Hunger and is an Enterprising Women Advisory Board Member



# We are diverse thinkers

Our diverse team of marketing communications practitioners spans time zones and operates with a global mindset. J&L Communications intentionally built an international team across several countries and continents, creating a pool of diverse thinking. With 30% minorities across the globe, diversity is one of our greatest strengths, and together the nearly 50 of us join forces daily to uphold our shared commitment to mutual respect in everything we do. The more different communities we work across, the more different points of view we have and the greater the sum of our parts as a business; professionally, creatively, culturally, socially and ethically. As a women owned business and a diverse supplier we understand the importance of working with the right teams to reach the right audiences.

At J&L there is an environment of inclusion and belonging. We engage all team members, encourage and create a safe space for discussions, focus on listening and offer real choices and opportunities.

## **We promote D&I within our organization**

- We make diversity hiring an integral part of our overall business identity.
- We use inclusive language in our job postings, and our company communications.
- We focus on non-traditional candidates when hiring. We aren't just looking at job candidates from elite universities or who come with referrals from trusted colleagues, friends, and family members.
- We work with a network of partners, some in lower to middle income countries giving them a chance to scale their business with us and reach their full potential and gain more opportunities.
- We are helping guide Fortune 500 companies on how to communicate both internally and externally about their Supplier Diversity programs and the impact they make. As a small, women owned business, we sit on both sides of the fence creating our own culture and working to help big companies change and improve their culture.

# How we work



01

Audience

02

Objectives

03

Strategy

- Messaging
- Content

04

Tactics,  
tools and  
technology

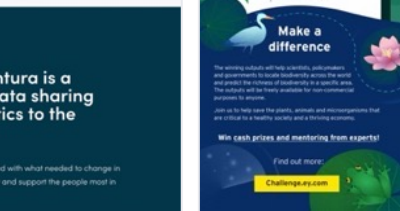
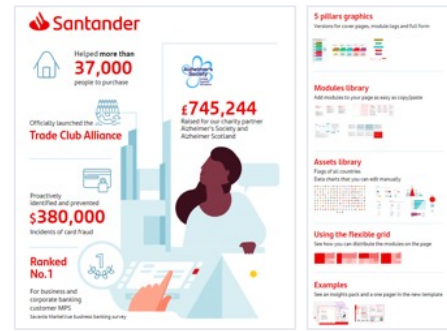
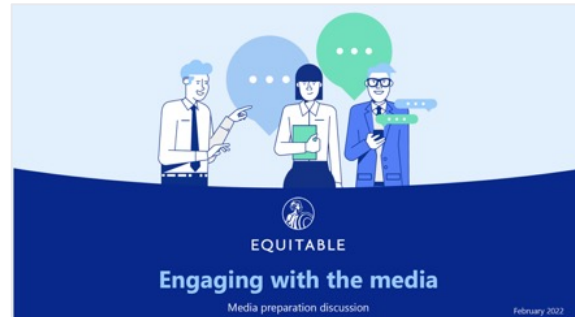
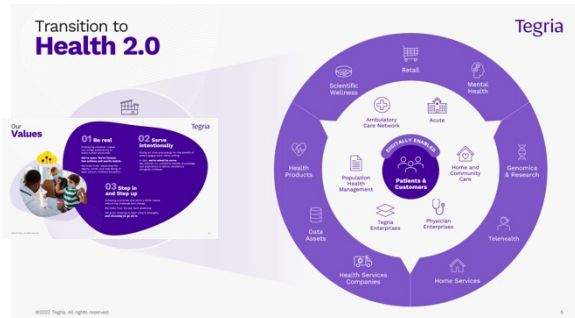
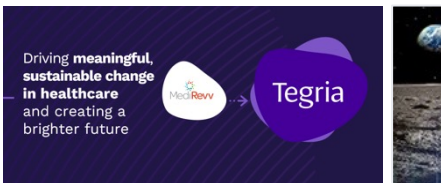
- Channels
- Deliverables
- Measurement

05

Putting it  
all together

- Campaign  
architecture



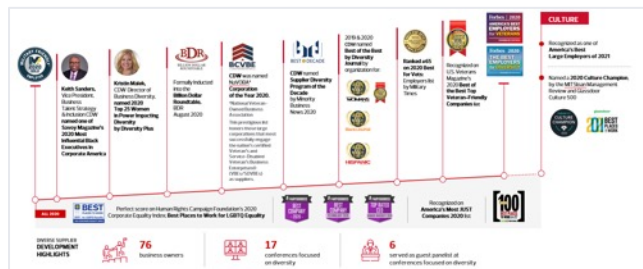




# Infographics

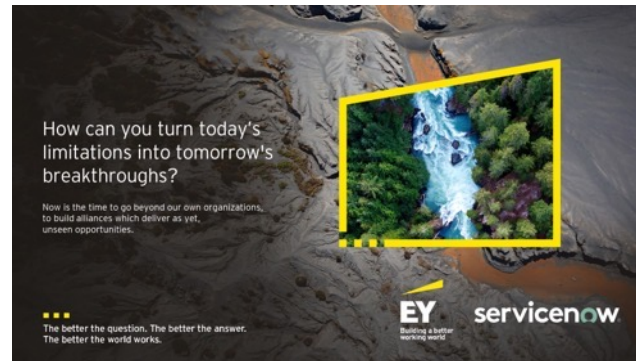
## and visual representation of the campaign

- Infographics
- Data visualization



How we work: Creative

# Better Questions





How we work: Creative and content

# Video, webcasts & webinars



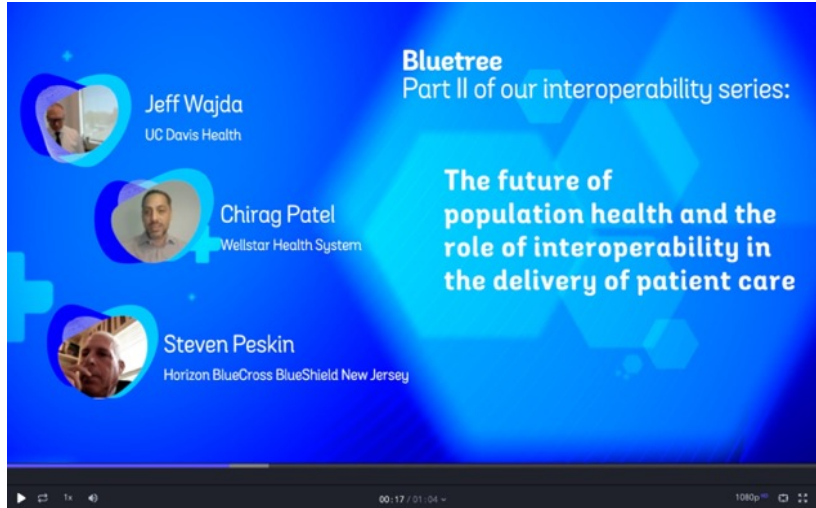
Quantis brand refresh launch [video](#)



Teaser and trailer: 00:43



[Tech Talk videos](#) for Merck



Webinar highlights reel: 01:04

How we work: Creating awareness

# Social audits and training

As we identify the right people, we conduct audits of their digital presence and then tailor and run a training program. This can be one-to-one, one-to-many and include profile and content support as required.

### LINKEDIN AUDIT AMY GENNARINI

**Check for an EY header**

**YOUR LINKEDIN RECOMMENDATIONS**

- ✓ Add an EY approved header to your profile – found in The Branding Zone
- ✓ Personalize your link to [linkedin.com/in/AmyGennarini](https://www.linkedin.com/in/AmyGennarini) or similar, based on your preference and availability
- ✓ Review your About section. Ensure your most important points in are the first 30 words. Rewrite in first person
- ✓ Add three bullet points to your current and previous roles on what you did and the value you added
- ✓ Add logos to your Capital Partners role and education if available
- ✓ Look at increasing your activity on LinkedIn, especially creating your own posts rather than liking those of others
- ✓ Commenting is more powerful on LinkedIn than sharing, so if you can, leave a comment instead of sharing or liking
- ✓ Follow hashtags relevant to you to help you discover content you'd like to engage with
- ✓ Consider removing the Skills & Endorsements section. At your level they are less relevant
- ✓ Do you have any additional languages, publications, other certifications or patents you want to share? If so, consider adding these as new sections.

**ACTIVITY AND PROFILE STATS**

500+ Connections  
Last post – 1 year ago  
Post likes – 42  
Articles – none  
Recent likes – 0  
Recent comments – 0  
Recent shares – 0

**Profile** 118+1  
**Activity** 12+1

### LINKEDIN AUDIT MICHELLE UWASOMBA

**Check for an EY header**

**YOUR LINKEDIN RECOMMENDATIONS**

- ✓ Add an EY approved header to your profile – they are in The Branding Zone
- ✓ Personalize your link to [linkedin.com/in/MichelleUwasomba](https://www.linkedin.com/in/MichelleUwasomba) or similar, based on your preference and availability
- ✓ Review your About section. Ensure your most important points in are the first 30 words. Rewrite in first person
- ✓ Add three bullet points to your current and previous roles on what you did and the value you added
- ✓ Add logos to your Capital Partners role and education if available
- ✓ Look at increasing your activity on LinkedIn, especially creating your own posts rather than sharing others
- ✓ Commenting is more powerful on LinkedIn than sharing, so if you can, leave a comment instead of sharing or liking
- ✓ Follow hashtags relevant to you to help you discover content you'd like to engage with
- ✓ Consider removing the Skills & Endorsements section. At your level they are less relevant
- ✓ Do you have any additional languages, publications, other certifications or patents you want to share? If so, consider adding these as new sections.

**ACTIVITY AND PROFILE STATS**

500+ Connections  
Last post – 3 weeks ago  
Post likes – 5  
Post comments – 0  
Articles – none  
Recent likes – 9  
Recent comments – 1  
Recent shares – 0

**Profile** 118+1  
**Activity** 12+1

### LINKEDIN AUDIT OLUSEGUN OGUNNAIKE

**Check for an EY header**

**YOUR LINKEDIN RECOMMENDATIONS**

- ✓ Personalize your link to [linkedin.com/in/OlusegunOgunnaike](https://www.linkedin.com/in/OlusegunOgunnaike) or similar, based on your preference and availability
- ✓ Review your About section. It's short – are you saying everything you need to? Ensure your most important points in are the first 30 words
- ✓ Think about adding a Featured section, with links to articles, interviews or other important items which showcase you
- ✓ Add three bullet points to your current and previous roles on what you did and the value you added
- ✓ Add logos to your Capital Partners role and education if available
- ✓ Look at increasing your activity on LinkedIn, especially creating your own posts rather than liking those of others
- ✓ Commenting is more powerful on LinkedIn than sharing, so if you can, leave a comment instead of sharing or liking
- ✓ Follow hashtags relevant to you to help you discover content you'd like to engage with
- ✓ Consider removing the Skills & Endorsements section. At your level they are less relevant
- ✓ Do you have any additional languages, publications, other certifications or patents you want to share? If so, consider adding these as new sections.

**ACTIVITY AND PROFILE STATS**

500+ Connections  
Last post – 5 months ago  
Post likes – 2  
Post comments – 0  
Articles – none  
Recent likes – 7  
Recent comments – 0  
Recent shares – 0

**Profile** 118+1  
**Activity** 12+1

### LINKEDIN AUDIT STEVEN BEATTIE

**Check for an EY header**

**YOUR LINKEDIN RECOMMENDATIONS**

- ✓ Personalize your link to [linkedin.com/in/StevenBeattie](https://www.linkedin.com/in/StevenBeattie) or similar, based on your preference and availability
- ✓ Check your Summary in your About section. Ensure all your most important points are in the first 30 words and rewrite in first person
- ✓ Think about adding a Featured section, with links to articles, interviews or other important items which showcase you
- ✓ Rewrite your experience section to be in first person
- ✓ Enhance your Volunteer experiences by editing down the generic information, making it more personal and removing the 'link'
- ✓ Consider posting more regularly. Remember commenting is more powerful on LinkedIn than sharing, so if you can, leave a comment instead of sharing or liking
- ✓ Follow hashtags relevant to you to help you discover content you'd like to engage with
- ✓ Consider removing the Skills & Endorsements section. At your level they are less relevant
- ✓ Do you have any publications, languages, other certifications or patents you want to share? If so, consider adding these as accomplishments.

**ACTIVITY AND PROFILE STATS**

500+ Connections  
Last post – 1 week ago  
Post likes – 66  
Post comments – 2  
Articles – 1 in 2018  
Recent likes – 4  
Recent comments – 0  
Recent shares – 0

**Profile** 118+1  
**Activity** 12+1

### LinkedIn immersion

EY Americas Consulting Risk

J&L.co

Delivering industry knowledge and staying connected

Leaders should be part of conversations relevant to your industry and geography because...

92% of B2B buyers are willing to engage with a professional who is a known industry thought leader, a reputation established by consistently posting thoughtful, relevant content on social media.

In this COVID world, virtual alternatives have replaced in-person engagements. With captive audiences online and utilizing social channels like never before, LinkedIn is a great way to bring your subject matter expertise to a broad audience.

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### Facilitators Jennifer Compton | Rob Henderson

**Current role**  
Partners in J&L Communications  
Full-service marketing agency in New York and London comprised of EY alumni and beyond

**Background**  
15+ years in PR and integrated marketing agencies  
EY: 14 years

- PR
- Digital marketing
- Social media
- Brand, marketing and communications

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### Today

I: Optimizing your LinkedIn profile  
II: Creating content and your community  
III: Content planning for you

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### Goals

1. Increase awareness of both EY people and EY as an organization
2. Establish EY people as experts and Thought Leaders (because you are!)

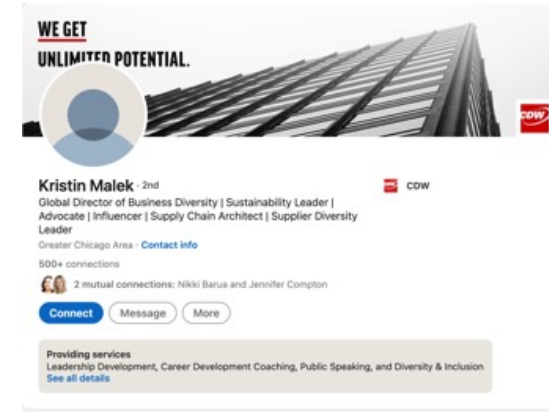
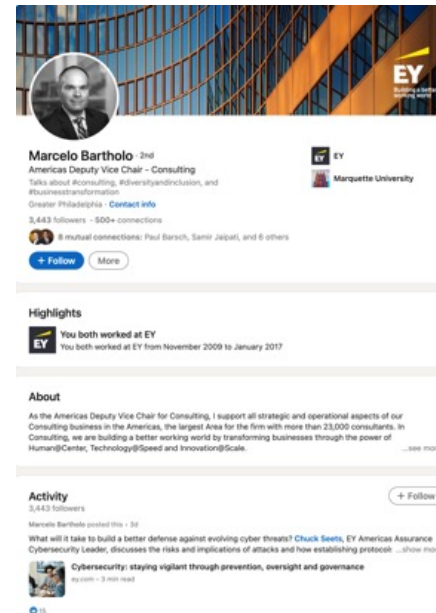
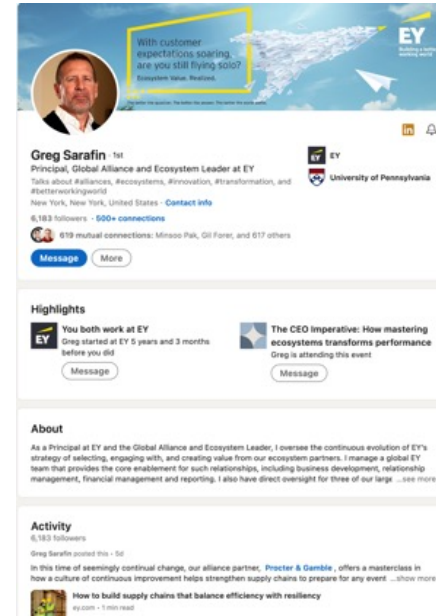
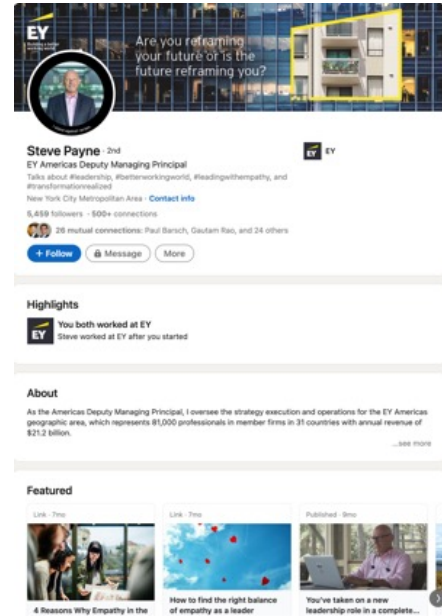
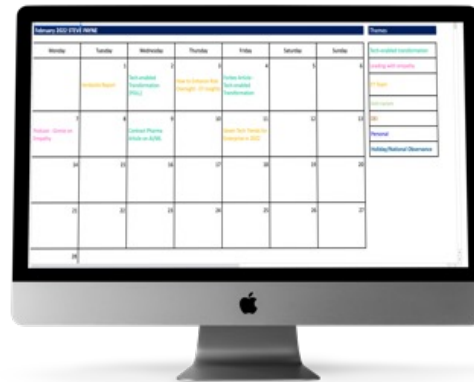
J&L.co



How we work: Creating awareness through content

# Social for leadership

We research, write and post for several executives across a number of industries to raise their profile and secure them as a thought leader in their industry. We also strategize on key themes and topics for longer-form posts.



## The Power of Supplier Diversity as an Economic Multiplier

Published on October 26, 2021



### The Power of Supplier Diversity as an Economic Multiplier

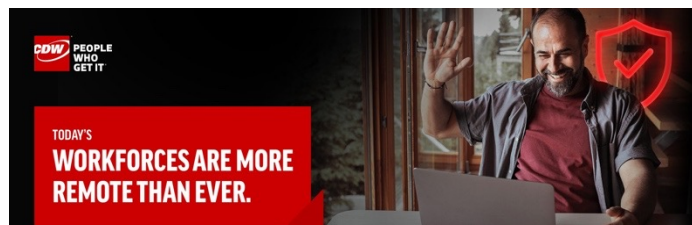
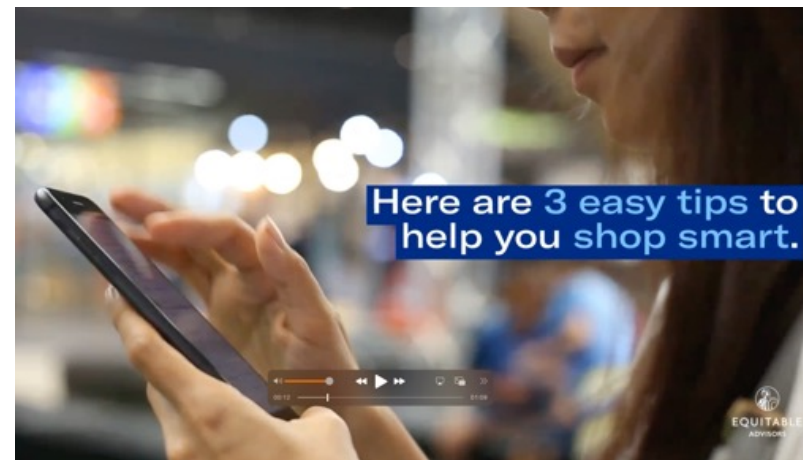
Kristin Malek - Global Director of Business Diversity, CDW

Over the last 18 months, the Covid-19 pandemic's impact on businesses, communities and families has laid the foundation for an unprecedented reassessment of how we live and work. As we rebuild our economies, we know that it's more important than ever before to create diverse, inclusive and equitable workplaces and communities. In the business world, that often translates into diversity targets for hiring, promotion and executive or board participation. Supplier diversity isn't always a part of that conversation but, given its

How we work: Creative

# Social assets

Images and assets for social including short animations.





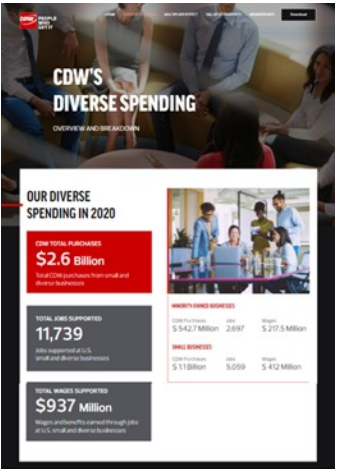
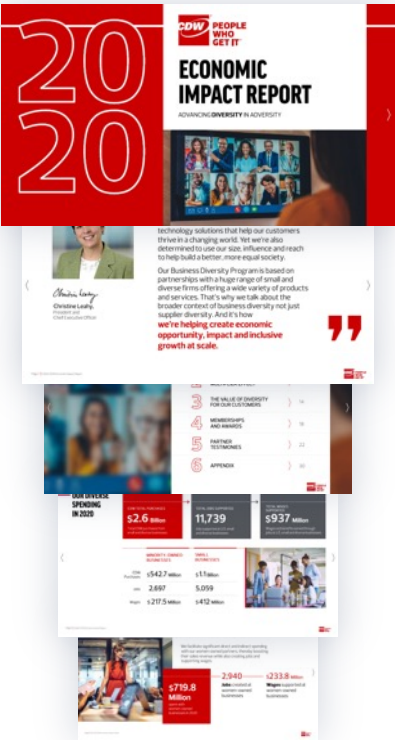
How we work: Creative and content

# Solution based content

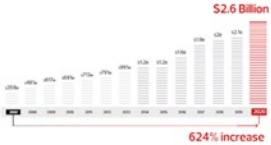
## CDW's Economic Impact report:

The past few years have been challenging for businesses but research we mined shows that diverse suppliers continue to be a driving force to improving the global economy.

To that end, we utilized the data to write the narrative and develop the creative for an annual report that we then transitioned into a digital magazine for ease of sharing on the website, social, with clients and with sales teams.



OUR HISTORY OF DIVERSE SPENDING



How we work: Creating awareness through content

# Supporting leaders

We create solution-based content, but we also bolster the solution leader.

The collage features three main pieces of EY content:

- ServiceNow OT Management:** A presentation slide titled "The EY ServiceNow OT Management" with the subtitle "Powered by ServiceNow®". It includes a photo of a man wearing glasses and text about continuous digitalization and progressive interconnectivity in the production environment.
- Global Business Services Framework (GBS) overview:** A circular diagram showing the GBS framework with various service areas like Finance, HR, IT, and Legal. It includes a photo of a man wearing glasses and text about the GBS solution.
- Frequently asked questions from clients:** A section with three questions and answers about the GBS solution, including its benefits and how it helps clients.

## EY's Liz Mann: Five Things Every Business Needs To Know About Storing and Protecting Their Customers' Information

An Interview With Jason Remillard



Jason Remillard  
May 3, 2021 · 15 min read



The screenshot shows a Forbes article by contributor Lisa Caldwell in the Manufacturing section. The article is titled "Time To Wake Up And Shake Up The Makeup" and discusses the importance of diverse boardrooms for manufacturing. It includes a photo of hands working on a circuit board. Below it is another article titled "A Shift On The Board Can Put Manufacturers On The Path To Greatness" with a photo of a modern office interior. The third article is "As Manufacturers Transform, They Must Not Forget The Boardroom" with a photo of a group of people in a meeting. The final article is "Manufacturing Leaders Must Choose Improvement Over Perfection" with a photo of two people shaking hands.

EY Americas Central Region Consulting Managing Partner,  
Lisa Caldwell

A decorative graphic on the left side of the slide, consisting of a light blue swirl and several circles of varying sizes, all in a lighter shade of blue than the background.

Thank you