



# JESSICA SHROUT

President

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BRANDING



## PROFESSIONAL AFFILIATIONS

- Women's Press Club of Indiana
- National Federation of Press Women
- Mitch Daniels Leadership Foundation Fellow
- National Sanitation Workers Week Sponsor



## INDUSTRIES SERVED

- Waste & Recycling
- Nonprofit Organizations
- Government Services
- Artificial Intelligence
- Education
- For-Profit Small- to Mid-Sized Organizations



## AREAS OF EXPERTISE

- Brand Strategy
- Internal and External Communication
- Public Relations & Crisis Mitigation
- Marketing & Sales
- Pay-Per-Click Advertising



## EDUCATION

- BA: Foreign Language, Philosophy, & Cultural Anthropology – Frostburg State University
- MFA: Writing – Spalding University
- Executive Leadership – Dale Carnegie Institute



## ABOUT CIRCLE THREE BRANDING, INC.

Circle Three Branding, Inc., offers a spectrum of branding and marketing services from brand development to event planning, lead generation to market research, and public relations to website search engine optimization. Circle Three outperforms the competition with its in-depth industry knowledge, breadth of services, portfolio of successful customers, and the potential for savings due to outsourced skilled labor. Circle Three functions both as a boutique agency to supplement existing in-house marketing resources and as the sole marketer for some brands based on need.



## ABOUT JESSICA

Jessica Shrout is the founder of Circle Three Branding, Inc., a marketing agency dedicated to the waste and recycling industry founded in 2018.

Her passion grew from a frustration that no outside agency seemed to understand the needs of the waste world and wanted to dedicate their expertise to finding real, lasting solutions for haulers and their suppliers – and so it became a mission for Jessica to provide quality marketing services from someone who understands what you're talking about.

While she is proud to specialize in the traditionally underserved industry of waste management, Jessica maintains that the principles of good communication and marketing are universal and takes on a few select clients in other industries and nonprofit organizations whose communication **problems get solved and stay solved** by her award-winning work.

With **over 10 years of experience** in marketing and educating audiences across North America, Jessica's favorite thing to do in marketing is help **strengthen communication** between brands and their fans and **improve relations within organizations** that are looking to align priorities between departments and achieve strategic goals.

She is **solution-oriented** and works to help you identify areas for improvement, support the endeavors you already do well, and implement new brand strategy. Jessica does this by working alongside your team to **co-create a clear path forward** with you. She'll inspire your team, help you **build capacity**, and **find the resources needed** to get the job done and ensure lasting success.



## WORKING WITH JESSICA

I have had the pleasure of working with Jessica on multiple projects - the biggest one being the overhaul of the public website while she was working for our client. Jessica is a fantastic resource to work with. She has the uncanny ability to bring the marketing and branding team to focus on specific goals instead of trying to fix everything in one go. With Jessica, managing stakeholders was a breeze. I would always jump at the opportunity to team up with Jessica once again.

*Gopal Ravisankar, Amazon.com*

Jessica's knowledge of marketing techniques and best practices has been invaluable in helping shape marketing materials used by our sales team. Utilizing her understanding and grasp of Neuromarketing has enabled us to sharpen our messaging into more powerful and concise points. Jessica's professionalism, kindness, helpfulness, and enthusiasm is unmatched. Her ability to work across product lines and disciplines has made her one of my greatest resources.

*Dave Dabasinskas,  
Southport Truck Group*

It is a pleasure to work with and learn from Jessica at Circle Three Branding. She has brought a new level of knowledge, and a systematic approach to marketing that has helped us more than double our sales growth goals at Borden Waste-Away.

*Kyle Woolsey, Waste-Away Group, Ltd.*

I have seen Jessica work with dogmatically pedantic engineers, aggressively competitive salespeople, and nebulously vague executives. In each of these situations, she proved adept at parsing conversations with each of the various personality types to extract what was important. Jessica knows how to ask the questions that lead to better solutions.

*Justin Moore, Autocar Trucks*



## HONORS & AWARDS

### National Federation of Press Women's Professional Communications Contest

- **2021**
  - First Place: Web Copy & Public Relations Campaign
  - Second Place: Newsletter (nonprofit)
  - Honorable Mention: Newsletter (for profit) & Specialty Article
- **2020**
  - First Place: Speech Writing
  - Second Place: Informational Column & Non-Profit Social Media Campaign
  - Honorable Mention: Website Management
- **2019**
  - First Place: Social Media Presence & Special Interest Video
  - Third Place: Ad Campaign & Blog
- **2018**
  - First Place: Website Management

## Women's Press Club of Indiana: Professional Communications Contest

### 2021

- First Place: Website (nonprofit), Newsletter (nonprofit), Newsletter (for profit), Public Relations Campaign, Web Copy, & Specialty Articles
- Second Place: Newsletter (personal), Marketing Campaign, Public Service Program, & Ghost Writing
- Third Place: Editorial
- Honorable Mention: Online Publication

### 2020

- First Place: Headlines, Specialty Article: Business, Informational Column, Special Interest Video, Non-Profit Social Media Campaign, Website Management, Speech Writing
- Second Place: Headlines, Informational Column, Special Interest Video, Non-Profit Electronic Newsletter, Social Media Campaign
- Third Place: Informational Column & Special Interest Video
- Honorable Mention: Special Interest Video
- Honeycomb Award: Award for most cumulative points among competitors at the state level.

### 2019

- First Place: Ad Campaign, Blog, Social Media Presence & Special Interest Video
- Second Place: Special Interest Video & PR Video

### 2018

- First Place: Website Management



## PUBLIC SPEAKING APPEARANCES

### 2022

- Recycling & Recovery Expo, Thailand

### 2021

- SWANA Evergreen Technical Conference, WA
- PROP Recycling & Organics Conference, PA: **Keynote Speaker**
- Southeast Recycling Conference, FL

### 2020

- Indiana Recycling Coalition Conference, IN
- PROP Recycling & Organics Conference, PA
- Northeast Paper & Recycling Conference, CT
- SWANA Gold Rush Conference, CA

### 2019

- Richmond Social Media Group, IN
- Iowa Recycling & Solid Waste Management Conference, IA
- Canada Waste to Resource Conference, Toronto
- Shafer Leadership Academy, IN



## PUBLISHED WORK

- *More Than Words: Collaboration, Ghostwritten Article, United Way of Whitewater Valley Website*
- *Reuniting to Leave a Legacy, Ghostwritten Article, Connersville News Examiner*
- *Let Kids Have Fun, Ghostwritten blog, United Way of Whitewater Valley Website*
- *Endowments vs. Grants: What You Need to Know, Ghostwritten Article, Connersville News Examiner*
- *United Way Presents: More Than Words, Ghostwritten Blog, United Way of Whitewater Valley Website*
- *Ten Tips for Adding AI to Your Sorting Operation, Ghostwritten Article, Waste Advantage Magazine*
- *Investing in Our Youth, Ghostwritten Article, Connersville News Examiner*
- *Fayette Community Foundation: Who We Are, Ghostwritten Article, Connersville News Examiner*
- *School Leadership: Learner-Centered Leadership in Times of Crisis, Editing for Book*
- *Thomas Butler: Stepping Up to Take Care of Students' Needs, Ghostwritten Article, The Tribune Democrat*
- *Five Tips for Crisis Communication, Guest Blog, Shafer Leadership Academy*
- *Coronavirus, Communication, & ROI, Article, Waste Advantage Magazine*
- *Time for Your Company's Annual Performance Review, Column, Waste Advantage Magazine*
- *Creating Brand Ambassadors, Column, Waste Advantage Magazine*
- *A Survival Guide to Holiday Greeting Cards, Column, Waste Advantage Magazine*
- *Amplifying Your Voice with Influencers, Column, Waste Advantage Magazine*
- *Tips for Hiring & Working with a Marketing Agency, Column, Waste Advantage Magazine*
- *Reducing Operational Costs & Promoting Economic Development, Case Study, Waste Advantage Magazine*
- *Choosing the Right Social Media Platforms, Column, Waste Advantage Magazine*
- *Lifting the Veil: Using Marketing to Reduce Problems, Column, Waste Advantage Magazine*
- *Burritos & Branding: Communication Leads to Differentiation, Column, Waste Advantage Magazine*
- *Developing the Right Communication Tactics, Column, Waste Advantage Magazine*
- *Planning to Fail, Column, Waste Advantage Magazine*
- *Spring Cleaning for Your Brand, Column, Waste Advantage Magazine*
- *The Business Case for Social Media, Column, Waste Advantage Magazine*