

Jennifer Melville Trefelner, APR, CPRC

Jennifer Melville Trefelner, APR, CPRC, is the Director of Communications and Development for the Diocese of Palm Beach. Jennifer has earned her Accreditation in Public Relations (APR) and is a Certified Public Relations Counselor (CPRC) through the Florida Public Relations Association (FPRA), in addition to being a member of the Counselors Network. Jennifer also obtained her Crisis Communication Certification through the Public Relations Society of America (PRSA) and has a HarvardX edX Exercising Leadership: Foundational Principals Certificate through the online learning initiative of Harvard University. Jennifer has earned numerous awards for her accomplishments, including several FPRA Golden Image and local Image Awards, plus Chapter Awards of Distinction and Judges' Awards, the Public Relations Society of America Palm Award and numerous PRSA Sunshine District Radiance Awards. She has also been named FPRA Member of the Year, Crisis Communicator of the Year, Communicator of the Year for a Special Event and Communicator of the Year for a Non-Profit, was a FPRA Rising Star nominee, and in the Joe Curley Rising Leader Class.

Jennifer is very active within the community through numerous volunteer projects, currently serving as Chapter President of FPRA, as a member of Public Relations Society of America, and the Catholic Press Association. She has also been selected as a Marketing Committee member for Palm Beach Atlantic University, a Disruptive Leadership Advisory Board Member for Stetson University, NCEA NNC Committee and a recent graduate of the University of Notre Dame Reform Leaders Cohort. In addition, Jennifer has volunteered for numerous other organizations in her community and throughout the United States. She also is asked frequently to be a presenter for professional organizations throughout the US, including the NCEA Annual Convention, Institute for Catholic School Leaders, Competitive Carriers Association, Council of Catholic Academies, Catholic School Management Summer Certificate Program, Catholic Media Conference and others. Jennifer has also produced professional articles, webinars and podcasts for the Catholic Press Association, Changing our World/Advancing Our Church, FADICA/NCEA, Catholic School Management Letters, Christian Brothers Services, NCEA Momentum magazine and webinars.

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