

PROFILE | Jennifer White

Managing Director, Digital Fundraising
Development Division



Jennifer White joined Maryland Public Television in 2019 in the new role of managing director, digital fundraising.

Ms. White oversees digital fundraising operations at Maryland's statewide public TV network. This includes strategy, planning, execution, and measurement of campaigns and initiatives across web, email, streaming, mobile, and social media platforms to support fundraising objectives. She is also responsible for implementing strategies to advance fundraising across the organization.

In her most recent role, prior to MPT, Ms. White was communications director for the Maryland Medical Cannabis Commission. She has also served as an adjunct professor at the University of Baltimore where she taught undergraduate and graduate-level marketing courses in the Merrick School of Business. In addition, she possesses marketing and advertising experience having held leadership positions for some of the area's largest publications including Baltimore Business Journal, The Washington Times, POLITICO, The Washington Post, and The Baltimore Sun.

Ms. White is an alumna of the University of Baltimore where she earned a bachelor's degree in business administration and a master's degree in business administration with a concentration in organizational behavior and finance. While in college she served as public relations chair and as president for the Chesapeake Human Resources Association University of Baltimore Chapter.



MARYLAND
PUBLIC
TELEVISION