

# JEAN JOURNALISM

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Online Portfolio: <http://jeanjournalism.weebly.com>

## EDUCATION

University of Wisconsin Oshkosh  
Bachelor of Science  
Major: Journalism Emphasis: Public Relations

Oshkosh, WI  
Graduation Date: December 2021  
Overall GPA: 3.2/4.0

## WRITING, SOCIAL MEDIA AND COMPUTER SKILLS

- Three years of comprehensive experience writing, editing and proofreading
- Experience in multi-channel media promotions
- Working knowledge of APA Style, HTML and FBML
- Accomplished digital photography skills
- Proficient in Microsoft Office – Word, Excel and PowerPoint
- Skilled in Adobe Dreamweaver, Photoshop and InDesign
- Ability to implement social media analytics in campaigns

## RELATED EXPERIENCE

### Social Media Intern

September 2019 – Present

*Career Services- University of Wisconsin Oshkosh*

Oshkosh, WI

- Collaborate with a team of 10 members to evaluate current marketing efforts and to brainstorm innovative campaigns and strategies
- Maintain social media outlets including, Facebook, Twitter and LinkedIn, to increase awareness of Career Services' resources and events
- Write and edit two articles per week for the department blog, showcasing information regarding professionalism, networking, interviewing, resume development and personal branding

### Public Relations Chair

August 2018 – October 2019

*Homecoming Committee-University of Wisconsin Oshkosh*

Oshkosh, WI

- Developed and implemented a strategic publicity plan to market homecoming committee and homecoming week activities to more than 10,000 students
- Designed and created all homecoming promotional materials, including flyers, posters and display screen slides
- Established relationships with community news sources; wrote news releases and promotional articles to increase participation in homecoming week activities

## WORK EXPERIENCE

### Tutor

September 2018 – Present

*Center for Academic Resources – University of Wisconsin Oshkosh*

Oshkosh, WI

- Model successful academic skills and tutor students enrolled in various Journalism courses
- Develop creative study strategies and assess informally to motivate students to work through their academic struggles

### Administrative Assistant

May 2017 – December 2018

*Bergstrom GM Oshkosh*

Oshkosh, WI

- Practiced problem-solving and strengthened communication skills to ensure customer satisfaction
- Organized and maintained sensitive customer documents and records

## ACTIVITIES

- *Social Media Club*, Vice President, University of Wisconsin Oshkosh Spring 2018 – Present
- *Reeve Union Board*, Member, University of Wisconsin Oshkosh Fall 2017 – Present
- *Travel and Documentary Photography*, Study Abroad Student, Birmingham, England Summer 2019
- *Advanced-Titan*, News Editor, University of Wisconsin Oshkosh Summer 2018