

JENNA WOOD

EDUCATION

BUTLER UNIVERSITY

2016 - 2020 | BA Strategic Communications
Minor in Digital Media Production
Specialization in Advertising Creative Design

EDINBURGH NAPIER UNIVERSITY

2019-2019 | Study Abroad
Graphic Design Honors
Emphasis in: Animation, Experiential Graphic Design, and Web Design

SKILLS

Graphic Design
Illustration
Photography/Photo Retouching
Branding/Social Media Strategy
Videography
AP Style
Copywriting
Branding
Video Editing

TOOLS

Adobe Creative Suite
Sprout Social
Hubspot
Shopify
Squarespace
Klaviyo
Wordpress
Wix

CERTIFICATIONS

Google Display Ads- 2021
HubSpot Academy Email Marketing- 2022
Google Analytics- 2023

CONTACT

jennac.wood98@gmail.com
www.jennawooddesign.com

EXPERIENCE

2017-
Present

NORTHSIDE VETERINARY HOSPITAL

Administrative Assistant/Social Media Manager
- Hillsdale, MI

- Scheduling appointments via DVMAX, handling money, and customer service
- Updating clients via PetDesk and email
- Management of Facebook page- keeping clients up to date about office happenings
- Google Ads
- Simple website management

GREATER HILLSDALE HUMANE SOCIETY

2020-
Present
Social Media Coordinator/Web Designer
- Hillsdale, MI

- Redesign of animal shelter website using Wix CMS
- Daily updates to website based on pet adoptions
- Animal Photography
- Management of Instagram and Facebook pages- daily postings and responding to messages
- Strategizing social media campaigns for donation events

ALTIS ZENUS GROUP

Content Creator
2020 -
Present
Internship- Indianapolis, IN

- Remote internship for consumer electronic group Altis Zenus
- Assist in developing and managing social media content for advertising and branding campaigns
- Coordinate and execute comprehensive social media strategies across multiple platforms

TWO CHICKS AND A HAMMER (HGTV'S GOOD BONES)

Graphic Designer
2020 -
2020
Internship- Indianapolis, IN

- Planning and design of company merchandise
- Design and management of social platforms and website
- Email marketing design as well as planning and strategizing campaigns

MILLENNIAL WOMEN, INC

Graphic Designer
2019 -
2019
Internship- Miami, FL

- Remote internship for multimedia company Millennial Women, INC.
- Duties include creating graphics for social media handles as well as newsletters, blog posts, and video
- Helped to create a visual identity for a podcast series