

JENNA WOOD

ABOUT ME

Hi! My name is Jenna Wood. I am a recent graduate of Butler University with a degree in Strategic Communication and I am looking for entry level opportunities. I have experience working in branding, social media content creation and management, video production, web design, and print design.

EDUCATION

2016 - 2020 • Butler University
BA in Strategic Communication
Minor in Digital Media Production
Specialization in Advertising Creative Design

2019 - 2019 • Edinburgh Napier University
Study abroad certificate in Honors Graphic Design

EXPERIENCE

- 2017-Present** **Northside Veterinary Hospital**
Community Engagement Specialist
- Client outreach, public relations, brand partnerships (Pumpkin Petcare) and social media management
 - Other receptionist duties as required
- 2020-Present** **Greater Hillside Humane Society**
Community Engagement Specialist/Social Media Manager
- Facilitating partnerships with shelters, assisting with adoptions, social media campaign management, and public relations
 - Web design- Total rebrand and update of shelter image
 - Social media management- Daily updates of Facebook and Instagram pages, as well as community management
- 2021-Present** **The Udder Side**
Digital Designer
- Total redesign of client website
 - Rebrand of Facebook page- new brand identity and creation of other social channels
 - Community management
 - Content creation
- 2020-2021** **Altis Zenus Group**
Content Creator Intern
- Assist in developing and managing social media content for advertising and branding campaigns
 - Coordinate and execute comprehensive social media strategies across multiple platforms
- 2020-2020** **Two Chicks and a Hammer (HGTV's Good Bones)**
Graphic Design Intern
- Planning and design of company merchandise
 - Design and management of social platforms and website
 - Email marketing design as well as planning and strategizing campaigns
- 2019-2019** **Millennial Women, INC**
Graphic Design Intern
- Duties include creating graphics for social media handles as well as newsletters, blog posts, and video
 - Creating a visual identity for a podcast series
 - Email marketing design as well as planning and strategizing campaigns

CERTIFICATIONS

Google Ads Display
Google Analytics
HubSpot Email Marketing

CURRENT CLIENTS

Northside Veterinary Hospital
The Udder Side
Greater Hillside Humane Society

SKILLS

Graphic Design	AP Style
Illustration	Copywriting
Photography	Branding
Social Media Strategy	Video Editing
Videography	Community Management
Public Relations	Campaigns