

JENNA VASQUEZ

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EDUCATION

Communications (BA) ***Public Relations Emphasis***

Brigham Young University | Provo, UT

- Magna Cum Laude
- Ballard Scholar for Social Impact
- Minors in Business and French
- Public Relations Student Society of America
- Social Impact Professional Association
- French Club
- Kappa Tau Alpha Honor Society
- Research with Ballard Brief to be published in BYU Scholar's Archive
- GPA: 3.99

MORE ABOUT ME

- Freelance copy and content editor for a children's book series
- Video editing experience using Adobe Premier, iMovie, DaVinci Resolve, and others
- Graphic design experience with Canva, Adobe InDesign, and Adobe Illustrator
- Website design experience using basic HTML, Squarespace, and Wix
- French and Spanish proficiency
- Enjoy pineapples, baseball, yoga, skiing, and cozy socks and sweaters

EXPERIENCE

Drink Shōgi | Best Company

Editor and Marketing Strategist (Freelance)

January 2023 – Present

- Edit publications, videos, forms, and other digital and written content for grammar, punctuation, and accuracy according to style guide
- Write and publish 1000- to 2000-word company profiles
- Create and edit social media assets (reels, stories, posts) for @drinkshogi

Best Company

Content Marketing Strategist | Senior Editor and Writer

April 2021 – January 2023

- Utilized search engine optimization tools to perform keyword research, optimized content for search engines, and improved company website
- Wrote business- and consumer-facing content (blogs, press releases, etc)
- Developed relationships with contacts to promote branded content
- Designed and edited infographics, videos, and social media posts
- Coordinated service projects and events as member of Diversity, Equity, and Inclusion committee and founding member of Women's Employee Resource Group

Freelance Writer

August 2020 – April 2021

- Published 1000- to 2000-word business profiles on Best Company's website
- Demonstrated proficiency in Chicago Style guidelines and met weekly pressing deadlines
- Volunteered for extra responsibilities and took initiative when superiors needed additional help

Y Digital Agency

Account Assistant

January 2021 – April 2021

- Storyboarded, filmed, and edited video ads for Boardwalk Puzzles
- Led team of three members in design and creation of ad set
- Performed keyword research using SpyFu and Ahrefs

Digital Marketing Specialist

September 2020 – December 2020

- Created branded content (logo, color scheme, ads, website) for client
- Utilized Adobe platforms, writing skills, and video-editing software to deliver high-quality proposals and materials to client
- Used Facebook Business Manager to run basic social media campaign

VOLUNTEER EXPERIENCE

Local Volunteer

- Home renovation, blanket tying, records indexing, church cleanup

Full-Time Missionary

August 2016 – February 2018

- Provided training to 60+ volunteers on effective strategies in communication
- Partnered with nonprofit organizations including the Red Cross, the National MS Society, and the State of Louisiana's Old State Capitol to execute a variety of local service projects and events

Ballard Center for Social Impact

Director of Communications – Ballard Brief

December 2019 – April 2021

- Participated in planning and execution of student outreach and recruitment campaigns, marketing initiatives, and campus events
- Created marketing deliverables using Adobe InDesign and Illustrator
- Published a research-driven article about refugee resettlement in Europe

Marriott School of Business

Teaching Assistant/Course Designer (Management Communications)

June 2019 – January 2021

- Edited and graded 200+ writing assignments each semester
- Checked for grammar, punctuation, format, content, and overall design of documents when editing and grading
- Coordinated with professor to plan in-class, strategic communication activities and to design engaging lesson plans

Missionary Training Center (MTC)

Human Resource Specialist

June 2018 – April 2019

- Executed the hiring process for 170+ student employees
- Presented a 20-minute training meeting to new hires each week
- Coordinated projects with MTC staff members and other church personnel through email, phone, and in-person communication

Hecla Mining Company

Human Resource Intern

June 2015 – August 2015

- Created and distributed high-quality, company-wide newsletters
- Helped with planning and execution of several community outreach initiatives
- Collaborated with a 7-member Wellness Committee to plan and execute Healthy Snack Tuesdays, Fitbit challenges, and other wellness events