

Jackie Wells

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Education

American University, School of Communication, Washington DC

December 2025

Bachelor of Arts in Communications: Journalism

Concentration: Print/Written Journalism **Minor:** Sociology

Journalism Experience

Media Relations Intern, **EARTHDAY.ORG**

Jan. – June 2024

- Drafted and wrote multiple feature articles examining the impact of large-scale corporations on environmental health
- Connected with media representatives to establish working relationships between our respective organizations
- Develop compelling copy and themed graphics for campaign-oriented canvassing emails

Broadcast Package, **Digital Skills**, American University

May 2024

- Developed interview questions and gathered sources related to the package topic
- Wrote voiceover script and edited into package to maximize contextual understanding
- Gathered nat sound and b-roll using professional-grade video cameras

Feature Article, **Advanced Reporting**, American University

Oct. – Dec. 2024

- Identified a newsworthy regional trend; connected with transit advocates across the East Coast to draw linkage between different iterations of national change
- Ensured accurate and sound reporting via fact-checking, followups, and proofreading
- Compiled data from a nonprofit report into a more visually accessible format using Datawrapper, to be included in the article

Local Story, **Advanced Reporting**, American University

Sept. 2022 – Dec. 2022

- Pinpointed a pressing issue within the local D.C. community (transit changes) and monitored forthcoming press releases/hearings
- Wrote an article with the goal of highlighting a new, community centered perspective, departing from existing coverage of key players

Article Proposal, **Data Journalism**, American University

May 2023

- Compiled various relevant data for a feature piece on social media use
- Formatted data with Datawrapper; linked data to larger newsworthy trends
- Created a slide deck, in a team of 3, that concisely and effectively conveyed our proposal

Graphic Design Experience

Social Media Manager, **Art Club**, American University

Aug. 2023 – Present

- Communicate with other school-sponsored organizations on matters of collaborative event planning, lending of supplies, sharing of spaces, and social media cross-posting
- Create original graphics for each monthly event held, write copy for the caption/description that provides engaging content
- Interact with followers and non-followers via Instagram Stories, comment responses, answering direct messages
- Create and maintain social media posting and engagement timelines for each monthly event, including initial posts, reminders, reposts, or collaborative features

Skills

Computer: Full Office 365 Suite, Canva, CapCut, Adobe Premiere Pro, Photoshop, Lightroom, Datawrapper, Google Sheets/Docs, HTML/CSS

Social Media: X, Instagram, SnapChat, TikTok, Facebook, LinkedIn, Bluesky