



Jared E. Hegyi -An Optimistic and Reliable Professional

Campus Address: 289 East 18th Avenue
Columbus, OH 43201

Home Address: 18434 Woodside Crossing South
Strongsville, OH 44149



Hegyi.5@osu.edu
+1.440.212.8885



/in/jared-hegyi



www.clippings.me/jaredhegyi



jaredhegyi.com

EDUCATION

--

School

*The
Ohio State University*

-

Major

*B.A. Strategic
Communications*

-

Minor

Professional Writing

-

Anticipated Graduation

May 2020

-

GPA

*3.6
(4.0 in School of
Communication)*

OBJECTIVE

Self-motivated and accomplished Marketing Communications intern and fourth-year student with solid internship and research experience seeking to utilize writing, analytical and interpersonal skills, along with the ability to analyze and communicate information effectively, in a job that is challenging and will contribute to the organization.

INDUSTRY EXPERIENCE

The Ohio State University

Marketing & Communications Intern- April 2019 – Present

- MarComm Internship with The Ohio State University's Office of Distance Education and eLearning
 - Managed Ohio State's brand with content adhering to brand strategy and content buckets
 - Created social media reports for Ohio State accounts to analyze effectiveness of posts
 - Wrote articles and stories promoting Ohio State courses, programs and benefits
 - Posted to Ohio State Facebook and Twitter accounts to increase engagement with publics
 - Analyzed and researched internal and competitor webpages to optimize design and functionality
 - Drafted blurbs/summaries for Ohio State newsletters promoting new content and events
 - Developed updates for online content and HTML to boost SEO
 - Researched and wrote instructional articles to be used for the new cybersecurity training program at Ohio State
 - Filmed and photographed Ohio State related stories, events and conferences for promotion

The Ohio State University

Undergraduate Research Assistant- September 2018 – April 2019

- Project Titles: 'Relationship Events', 'Media Preferences During Life Events' & 'Retroactive Jealousy'
 - Organized and conducted one-on-one in-depth interviews and lab sessions to conduct and analyze data for an Ohio State research project

MediaSource

Content Production and Media Relations Intern- January 2018 – April 2018

- Supported the projects team and media relations team
 - Assisted with filming and editing of material used to promote client's business
 - Captioned video and photos to increase the accessibility of content for clients and publics
 - Researched and developed stories for content creators to work off
 - Edited and reviewed scripts before use to ensure clarity

CERTIFICATIONS & WORKSHOPS

- Google Analytics
- Google Data Studios
- CITI- Social and Behavioral Human Research
- CITI- Responsible Conduct of Research
- CPR/AED (The American Red Cross)
- Ohio State social media workshops (x4)
- Instructional/technical writing workshops (x2)
- Monsido training workshop
- Web accessibility workshop

SOFTWARE SKILLS

- HTML / Java / Jira / Drupal (CMS) / Hootsuite / Trello / Mailchimp / Box / MS Teams / MS Office / Monsido / Slack / Photoshop / Sony Vegas

RELEVANT COURSEWORK

- Communications Campaigns
- Crisis Communications
- Industry Research Methods
- Advertising and Society
- Strategic Message Design
- Freelance Journalism: LanternTV
- Business & Professional Writing
- Writing for Persuasive Communication
- Writing for Strategic Communications
- French (4.5 years)

ADDITIONAL INVOLVEMENT AND EXPERIENCE

- Public Relations Student Society of America (PRSSA)
- The National Society of Collegiate Scholars (NSCS)
- Chi Phi Fraternity – PR Chair and Social Committee
 - Biannual philanthropic events for Boys and Girls Club of America
- Extensive global travel
- Buckeyethon Dance Marathon
- Ohio Union TV

Hegyi