



Jared E. Hegyi - *An Enthusiastic and Driven MarComm Generalist*

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/in/jared-hegyi/

EDUCATION

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School

*The
Ohio State University*

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Major

*B.A. Strategic
Communication*

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Minor

Professional Writing

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Anticipated Graduation

May 2020

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GPA

*3.6
(4.0 in School of
Communication)*

OBJECTIVE

Soon-to-graduate Strategic Communication and Professional Writing student with various internship, research and client experience seeking to utilize his writing and analytical skills, along with his experience in marketing communications and public relations, in a job that is not only challenging, but contributes 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
 - Created promotional content for an OSU Ad Campaign to increase consumer acquisition by 5,000
 - Managed Ohio State's brand with content adhering to brand strategy and content buckets
 - Mentored new intern by providing content feedback and serving as their go-to source for help
 - 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
 - Developed updates for online content and HTML to boost SEO
 - Researched and wrote instructional articles for use in OSU's new cybersecurity training program
 - 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
- Hootsuite
- CITI- Social and Behavioral Human Research
- CITI- Responsible Conduct of Research
- 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 + Illustrator / Sony Vegas

RELEVANT CLIENT WORK & COURSES

- Communication Campaigns- *real client work*
- Strategic Message Design (PR)- *real client work*
- Organizational Communication- *real client work*
- Crisis Communication
- Industry Research Methods
- Freelance Journalism: LanternTV
- Business & Professional Writing
- Writing for Persuasive Communication
- Writing for Strategic Communication
- 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

JaredHegyi.com



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