



Jared E. Hegyi -An Optimistic and Reliable Professional

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EDUCATION

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School

*The
Ohio State University*

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Major

*B.A. Strategic
Communications*

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Minor

Professional Writing

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Anticipated Graduation

May 2020

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GPA

3.55

*(4.0 in School of
Communication)*

OBJECTIVE

Self-motivated and accomplished fourth-year Dean's List student majoring in Strategic Communications and minoring in Professional Writing with solid internship experience seeking to utilize writing, speaking, and interpersonal skills, along with the strong ability to analyze information and communicate it effectively, in an internship 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
 - Wrote articles and stories promoting Ohio State courses, programs and benefits
 - Created social media reports for Ohio State accounts to analyze effectiveness of posts
 - Posted to Ohio State Facebook and Twitter accounts to increase engagement with publics
 - Filmed and photographed Ohio State related stories, events and conferences for promotion
 - Researched and wrote instructional articles to be used for the new cybersecurity training program at Ohio State
 - Developed updates for online content and HTML to boost SEO
 - Secured sources and conducted interviews for videos and articles
 - Drafted blurbs/summaries for Ohio State newsletters promoting new content and events

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

TECHNICAL & SOFTWARE SKILLS

- *Technical:* DSLR camera + standard studio equipment / PC construction
- *Software:* HTML / Java / Jira / Trello / Mailchimp / Box / MS Teams / Slack / Photoshop / Sony Vegas / Windows / macOS

RELEVANT COURSEWORK

- Communications Campaigns
- Industry Research Methods
- Advertising and Society
- Social Media Principles
- Theatre
- 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
- Buckeyethon Dance Marathon
- Ohio Union TV
- Extensive travel

Hegyi