



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

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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 Marketing Communications intern and fourth-year student with solid experience seeking to utilize writing, speaking and interpersonal skills, along with the strong 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
 - 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