# JENNA RESNIKOFF

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# in 7



### EXPERIENCE

### Summer Associate, B2B

#### **MWWPR**

**⊞** Summer 2018

New York, NY

- Compiled and summarized industry-related daily news reports for clients to stay abreast of current events
- Researched industry trends and analyzed market data for new business clients to find areas of improvement
- Organized media audits and reports for clients, which aided in a new business strategy
- Drafted bylines for clients' executives on trade publications
- Researched editorial calendars and events for clients to utilize new coverage opportunities
- Identified key topics for a clients CEO to discuss as a blog's monthly contributor

## Summer Associate, Consumer Lifestyle

#### **MWWPR**

Chicago, IL

- Developed relationships with bloggers, journalists, and influencers to secure publicity for a nationwide campaign
- Conducted daily media monitoring and analysis to inform client of any secured coverage
- Built and maintained media/press contact lists and databases with updated contacts for campaign outreach
- Coordinated campaign activations in major city locations for media outlets and influencers to attend
- Organized shipments of brand products for influencers to review and share online

#### Content Marketer. Remote Intern

### **Chainlink Relationship Marketing**

New York, NY

- Surveyed digital marketing trends to compose week blog posts for the companys blog and social media
- Integrated GIFs and images into blog posts to cater content toward a specific target audience
- Analyzed marketing studies to increase credibility
- Assessed opportunities for audience growth within the digital marketing landscape

## **EDUCATION**

### Bachelor of Arts

Communications and Public Relations

#### **Tulane University**

New Orleans, LA

GPA: 3.57 (GPA in majors: 3.85)

Honors: Dean's List

Fall 2016, 2017, 2018. Spring 2017

## Study Abroad

**Charles University** 

♥ Prague, Czech Republic

# **LEADERSHIP**

## Sigma Delta Tau Sorority

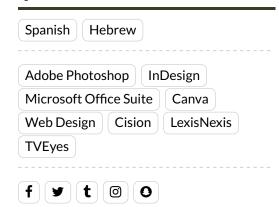
**Public Relations Chair** 

**#** 2016 - 2017

♦ New Orleans, LA

- Redesigned sororitys website and updated social media accounts to publicize events
- Devised an organized system to ensure sorority members were equally represented across platforms

# **SKILLS**





**Crossword Puzzles** International Travel Musical Theater