

JENNA RESNIKOFF

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📁 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

📅 Summer 2017 📍 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

📅 Spring 2017 📍 New York, NY

- Surveyed digital marketing trends to compose week blog posts for the company's 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

📅 May '19 📍 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

📅 Fall '17 📍 Prague, Czech Republic

👥 LEADERSHIP

Sigma Delta Tau Sorority

Public Relations Chair

📅 2016 - 2017 📍 New Orleans, LA

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

⚙️ SKILLS

Spanish Hebrew

Adobe Photoshop InDesign

Microsoft Office Suite Canva

Web Design Cision LexisNexis

TVEyes

f t t i o

📖 INTERESTS

Tennis Crossword Puzzles

International Travel Musical Theater