

JENNA SYLVIA

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EDUCATION

University of California, Berkeley

B.A. Media Studies and Communications

Expected Graduation: May 2020

UC Berkeley Extension

Coding Boot Camp Certified Web Developer

Expected Completion: December 2019

PROFESSIONAL EXPERIENCE

Hagen, Streiff, Newton & Oshiro Accountants

February 2019 – June 2019

Marketing Intern

Oakland, California

- Reviewed current marketing strategies and make recommendations for improvement/expansion
- Collected quantitative and qualitative data from marketing campaigns and events to improved future projects
- Assisted in the creation of print, digital marketing content, and organization of marketing events
- Assisted in marketing and advertising promotional activities via LinkedIn and direct mail
- Presented a deck displaying market analytics and overall increase of viral engagement

Marketing on 6th

May 2018 – July 2018

Account Manager and Marketing Intern

Berkeley, California

- Direct marketing firm working for Xfinity; making 60% of Xfinity's annual revenue
- Improved public speaking by attending events to sell and inform consumers about Xfinity services
- Demonstrated leadership skills by conducting interviews and training employees to work for the company
- Created and implemented new system used to keep track employees progression in the company through Excel

Girl Scouts San Diego

August 2017 – July 2017

Marketing Intern

San Diego, California

- Hired to revamp social media and make posts more relevant and interactive to drive social influence
- Developed and edited content for the organization to post, increasing overall consumer interactions
- Created this first social media promotion which increased engagement by approximately 50%

First Presbyterian Church of Berkeley

October 2017 – Present

Children's Ministry Program Assistant

Berkeley, California

- Provide a consistent, welcoming presence and care to the preschool children each week
- Keep time and schedule for the day and organize and direct volunteers

LEADERSHIP EXPERIENCE

Undergraduate Marketing Association

August 2016 – Present

President

Berkeley, California

- Manage and guide a team of 42 undergraduate marketing consultants
- Lead weekly meetings with the executive team to discuss performance and growth of the club
- Create club wide initiatives to increase club awareness, member retention, and professional development
- Provide 1:1 coaching with members regarding marketing strategy, design principles, client outreach, etc.

Vice President of Recruitment

- Organize and run all events related to recruitment (information sessions and recruitment training)

Strategy Project Manager

- Lead a team of 8 consultants, communicating with clients to set expectations and ensure goals are met throughout each project, rooted in competitor analysis, data analysis, and implementable recommendations
- Work with team to polish a detailed marketing strategy and to present to client in a deck presentation at the semester's end; Deck includes relevant data, market insights, and recommendations based on our findings
- Past clients: PepsiCo (KeVita and Naked Juice branch), Google, Quizlet, and Ugly Juice

Best Buddies at UC Berkeley

August 2016 – Present

Vice President of Activities

Berkeley, California

- Plan monthly events and coordinate activities taking place at those events

SKILLS AND INTERESTS

Skills: Microsoft Office (Excel, Office, PowerPoint), HTML5, CSS3, Bootstrap, Ruby, Ruby on Rails, Postgresql, JavaScript, JQuery, and ReactJS. Market Strategy/Research

Interests: Baking, Competitive Athletics, Volunteering, Traveling