

Jessica Bell

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Education

Bachelor of Arts, International Relations

August 2008 - December 2011, San Francisco State University, San Francisco, CA

- Capstone Project: Concepts of Power: Soft Power, Cultural Diplomacy and Education Exchange
- Study Abroad 2009 - 2010 Cardiff University and University of Burgundy

Front End Web Development

September – December 2014, General Assembly, Washington DC

Employment

Promotions and Digital Media Coordinator

September 2013 - Present, American Friends of the Alexander von Humboldt Foundation, Washington, DC

- Oversaw the promotion of fellowships of the Alexander von Humboldt Foundation to researchers, scientists, and professionals in the United States, including management of all print and digital advertising for North America, creation of email campaigns, conference presentations in coordination with the 'Research in Germany' partnership, and coordination of all online platforms (social media, website, blog)
- Finalized and launched a redesigned AFAvH website and managed analytics tracking, and site performance
- Developed and maintained the AFAvH blog on Globalization of Research; Science, Society and Policy; and Transatlantic Research and Professional Cooperation
- Created and administered budgets relating to promotions, advertisements, travel, and digital media

Office Manager

July 2012 – August 2013, American Friends of the Alexander von Humboldt Foundation, Washington, DC

- Coordinated domestic and international travel for President and Board of Directors and organized tri-annual domestic and international Board meetings
- Prepared background materials and logistics for board meetings
- Planned and executed office move, including managing contractors, budgets, and timelines
- Spearheaded the creation and implementation of new electronic Board communications
- Collaborated with President to draft annual office budgets to improve office financial operations

Development and Editorial Intern

January – June 2012, Layalia Productions, Washington DC

- Conducted research for three separate State Department grant proposals focusing on promotion of civil society in Tunisia, increasing availability of technology skills in Pakistan, and women's rights in Lebanon
- Drafted original content for bi-weekly newsletters and quarterly publications on the MENA region
- Provided administrative assistance on research projects, budgetary items and event planning

News and Media Intern

June – August 2011, Institute of Cultural Diplomacy, Berlin, Germany

- Managed research teams of 10 to 20 interns to conduct independent projects for President including compiling lists of international cultural programs, study abroad, and funding opportunities for students
- Assisted in the creation and management of coordinated social media campaigns including Facebook, Twitter, Blogs, and RSS feeds to promote events, and provide commentary on of cultural diplomacy

Skills

HTML, CSS, JavaScript, WordPress, Salesforce, Social Media (Facebook, Twitter, LinkedIn, YouTube, Reddit), blog writing and editing, analytics, Microsoft office, German

Activities

July – August 2014

July 2014

January 2013 – June 2014

2013-Present

September 2013 – Present

September 2011

April 2008 and March 2010

August 2008 – June 2009

August 2009 – June 2010

TFAS Mentor, The Fund for American Studies, Washington, DC

DC Tech Women Hakathon, Google, Washington, DC

Computer Literacy Teacher, Washington English Center, Washington, DC

International Fellowships Roundtable, NIH, Washington, DC

Presenter, Research in Germany Partnership, Various

Steering Committee, International House Davis, Davis, California

Model United Nations, Cardiff University and Sonoma State University

Co-Chair, International Education Exchange Council, San Francisco, CA

ERASMUS Student Organization, Cardiff University, Cardiff, Wales