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# JennaBarney

## OBJECTIVE:

Experienced communications specialist with a talent for developing and implementing creative strategies, looking to advance my professional experience with a reputable company.

## EDUCATION:

Wright State University  
B.A. in Communication  
Studies, April 2017  
♦ 3.48 Cumulative GPA  
♦ Dean's List – High Honors  
♦ Minor in Deaf Studies

## ORGANIZATIONS:

Active member of Kappa  
Delta Sorority  
♦ November, 2013 – May 2017  
♦ Nominated and elected Vice  
President of Community  
Service in November 2015

Founding member of  
WSU's Love Your Melon  
Campus Crew  
♦ January 2016 – May 2017  
♦ Provide hats to children  
battling pediatric cancer

## SOFTWARE SKILLS

- ♦ Adobe Photoshop & Acrobat
  - ♦ Microsoft Office
- ♦ Multiple Social Media  
Platforms
  - ♦ Sprout Social
  - ♦ Fourwinds
  - ♦ WebXtender
  - ♦ SalesForce
  - ♦ Accutrack
  - ♦ Drupal CMS

## RELEVANT EXPERIENCE:

### Vivial Marketing Solutions

3100 Research Boulevard, Dayton, OH 45420 ♦ (844) 654-6169

#### **Digital Account Coordinator** ♦ February 2017 – Present

Manage approximately 250 clients' online marketing programs, ranging from SEO & SEM to high spend full marketing product packages. Execute customer objectives by proposed deadlines, track all projects, create presentations for client meetings as well as manage, facilitate and support all client-related matters. Quickly gained the responsibility of maintaining high-spend accounts due to my product knowledge and dedication to my customers.

### Heidelberg Distributing Company

3601 Dryden Road, Dayton, Ohio 45439 ♦ (937) 222-8692

#### **Promotional Marketing** ♦ June 2016 – August 2017

Worked to promote Anheuser Busch products at events such as the NCAA basketball tournaments, radio remote promotions, over 80+ private accounts, and many more high profile events. Approached people with friendly conversation, confidently educated consumers on the products, and completed promotional recap forms. Responsible for photography during promotions to continue to sponsor our products on the Heidelberg social media outlets.

### Wright State University: University College Communications

3640 Colonel Glenn Highway, Dayton, OH 45435 ♦ 937-775-5755

#### **Communication Specialist Assistant** ♦ September 2015 – February 2017

Created documents and graphics to support Academic Advising, First-Year Programs, and Academic Success Centers. Experienced in print and digital modalities including website content, digital signage, and new student orientation materials. Software use included Drupal Content Management System, Microsoft Office, Fourwinds, Adobe Photoshop, Adobe Acrobat, and Qualtrics survey software. Worked with campus photographers, videographers, printing services, and the university web team.

## COMMUNITY SERVICE:

### **Kappa Delta Sorority** ♦ August 2013 – April 2017

Coordinated logistics for an annual fundraising campaign and event raising \$2,219.60 for both the local Care House of Dayton and Prevent Child Abuse America. Managed 56 volunteers, secured donations for a raffle table, and designed and orchestrated a carnival theme. Organized confidence building workshops for young Girl Scouts in our area four times within each academic year.