



JENNIFER JOHNSON

MARKETING ENTHUSIAST

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OBJECTIVE

Seeking a summer marketing internship with Target Corporation, utilizing strong leadership skills, and a proven ability to plan and implement successful marketing campaigns.

EDUCATION

BACHELOR OF ARTS

COLLEGE OF ST. BENEDICT | ST. JOSEPH, MN | ANTICIPATED MAY 2017
MAJOR: COMMUNICATION | MINOR: HISPANIC STUDIES
GPA: 3.48/4.0 | MAJOR GPA: 3.57/4.0
STUDY ABROAD: CHILE, FALL 2016

RELEVANT EXPERIENCE

MARKETING INTERN

OFFICE OF ADMISSION | COLLEGE OF ST. BENEDICT | ST. JOSEPH, MN
JANUARY 2016-PRESENT

- Design and develop appealing promotional pieces to send to prospective students
- Create text and photo content and utilize social media to promote and highlight campus activities
- Attend various recruiting events and inform prospective students and their families about the campus community

CO-CHAIR

JOINT EVENTS COUNCIL | COLLEGE OF ST. BENEDICT | ST. JOSEPH, MN
SEPTEMBER 2015-PRESENT

- Generate a comprehensive programming schedule and facilitate its execution
- Organize and promote cultural, educational, and social events
- Facilitate and co-lead all council meetings of 100 council members in goal setting, budgeting, and campus events
- Revise constitution of the organization and represent council at meetings with campus administration

PUBLIC RELATIONS CONSULTANT

MARKETING CLUB | COLLEGE OF ST. BENEDICT | ST. JOSEPH, MN
SEPTEMBER 2015-PRESENT

- Elected as Public Relations Consultant by peers after 2 years of club involvement
- Generate, plan, and promote marketing ideas and priorities to club leaders
- Serve as primary contact for all public relation concerns, as well as liaison between students, staff, and faculty
- Consistently work as a team to meet needs and exceed expectations

SKILLS

- Microsoft Office Suite
- Adobe (Photoshop, Dreamweaver, Flash Animation)
- Video: Final Cut Premier
- Social Media: Facebook, Twitter, Instagram, Snapchat
- English: Native
- Spanish: Conversational in reading, writing, and speaking
- French: Limited proficiency

ADDITIONAL EXPERIENCE

SALES ASSOCIATE, Scheel's, St. Cloud, MN

June 2016-Present

BIG BROTHER MENTOR, Big Brother Program, St. Joseph, MN June 2015-June 2016

ASSISTANT SOCCER COACH, South Jr. High, St. Cloud, MN June 2015-August 2015