

JENNIFER CORINNA HOLLOWAY

Advertising & Marketing

BACKGROUND

Foundations in communication, connection, and creativity.
Skilled storyteller through words and images.
Wellness, food, and fashion social media specialist.
Taco connoisseur.

CORE SKILLS & QUALIFICATIONS

Analytics	Graphic Design
Consumer Insights	Content Creation & Delivery
Copywriting/Editing	Brand Positioning
PR & Events	Project Management
Consumer Journey	User Experience

EXPERIENCE

MARKETING & SOCIAL MEDIA INTERN

CHOMPS (Food CPG Startup) | May 2018 - Present

- Content writer and editor; successful SEO with third highest traffic to site and top result on Google SERP
- Solely responsible for planning, executing, and analyzing social media strategy across all channels; responsible for 49% increase in followers on Instagram and 25% on Facebook
- Designs graphics for print and digital ad campaigns
- Planned and launched CHOMPians campaign; working with consumers and influencers alike to drive brand awareness
- Assisted in package design during rebranding process

SOCIAL MEDIA INTERN

Vital Proteins (Supplement CPG Startup) | February 2018 - May 2018

- Scheduled content for social channels by means of Sprout Social (Twitter) and Tailwind (Pinterest)
- Assisted in content creation; photoshoot planning and execution, content drafting for blog
- Executed post event email campaigns through MailChimp
- Assisted with ad hoc tasks for the PR team; event planning and organization


CAMPUS DIRECTOR OF FIELD MARKETING

Bumble | January 2018 - May 2018

- Managed a team of two other students to spread brand message and awareness on campus via guerilla marketing
- Worked with national teams to analyze and understand consumer behavior on college campuses
- Organized and hosted various events, resulting in 600+ app downloads

CONTACT

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 jcorinna.com

EDUCATION

BACHELOR OF ARTS
Advertising & Public
Relations, Marketing

May 2019

Loyola University Chicago

Cumulative GPA 3.8/4.0

TOOLS I USE

Shopify
Sprout Social
Tailwind
MailChimp
Meltwater
Asana
Adobe InDesign & Photoshop

SOCIAL

 [@jcorinna](https://www.instagram.com/jcorinna)

 <https://bit.ly/2DJMPzo>

 <https://spoti.fi/2TjTHlr>