



JENNA DEVINNEY

Marketing MIS Advertising

Soon to be college grad with experience in Marketing, Advertising, Design, and Management Information Systems. Very self-motivated, goal oriented and I can work under pressure. I am the person who brightens a room with my sense of humor.

PROFILE

I am seeking a position in an Advertising/Marketing Department where I can utilize my creative skills, teamwork ability, and social media experience to attract new potential customers that will increase company's revenue.

CONTACT

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EDUCATION

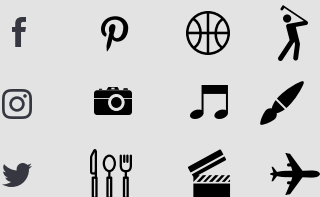
BACHELOR OF SCIENCE: MARKETING/ ADVERTISING 2017

Penn State University
Delta Sigma Pi Business Fraternity
Public Relations Officer

COMPUTER SKILLS

Photoshop ●●●●
InDesign ●●●
Microsoft Office Suite ●●●●●
Wordpress ●●●●
Dreamweaver ●●●●
Illustrator ●●●●

INTERESTS



SKILLS & COMPETENCIES

Creativity	Time Management
Teamwork	Goal Oriented
Problem Solving	Verbal and Written Communication
Critical Thinking	Future Focused
Writing	SEO/SEM
Social Media	Google Analytics
B2B Sales/ Salesforce	Advertising/Campaigns

EXPERIENCE

THE PITCH- PITTSBURGH ADVERTISING FEDERATION

2017

- Assigned to Chemistry Ad Agency where I worked in a team with other students enrolled in Universities to create a campaign idea for Outreach Family Services

ADVERTISING CAMPAIGN- ERIE, PA

Student Project | 2017

- Created a Print campaign for Erie, Pa wineries using "Leave your Mark" as the main focus of the campaign. Photoshop, InDesign, and Canva were used for creating the campaign.
- Created a new campaign for Oreo Cookie using the idea of playing with food.

DRAMASHOP THEATRE

- Worked in teams to brainstorm social media tactics for their upcoming play

MARKETING/SALES INTERN

Sprint Corporation | 2017

- Assisted with Marketing and social media
- Shadowed business sales reps daily, made cold calls, and created appointments

ADVERTISEMENT PROJECTS

Sprint, Wise wear Jewelry, Lace n Lock, Edwin the Duck | 2017

- Created billboard design advertisements, Social media, and Print Ads

BOYS AND GIRLS CLUB OF ERIE

Student Project | 2017

- Created a Blog for their Kiss a Pig event
- Learned about SEO/SEM and Google Analytics

WEB DESIGN

Second Chance Restoration | 2016

- Experience with SEO/SEM and Google Analytics
- Designed a visually pleasing and easily accessible website through Wordpress

MARKETING/SALES INTERN

Launch Local Inc. | 2016

- Business to business selling discounted Pittsburgh Pirate discounted ticket packages.

SALES ASSOCIATE

Marshalls | 2014-2017

- Sales floor Associate where I created visually appealing features for customers.
- Cashier, Inventory