



JENNIFER NELSON

PERSONAL PROFILE

Recent graduate motivated to develop my skills and grow professionally. I am confident in my ability to think outside of the box and generate creative and effective ideas for marketing content.

CONTACT



Merrimac, Massachusetts



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978-382-5237



/jenniferlovenelson

EDUCATION

U. of Massachusetts Amherst
B.A. in Communication. 2020

- GPA 3.98
- Graduated Summa Cum Laude
- Dean's List, 6 semesters
- Div. I Women's Rowing
- Tactical Outreach Coordinator, MassPIRG
- Member, Communication Club
- Research Assistantship for 2 communication professors

Studied Abroad at Sant'Anna
Institute in Sorrento, Italy. 2019

U. of New Haven
Interior Design, Architecture

SKILLS

- Certified in Social Media Marketing (Hubspot)
- Salesforce
- Wix, Vistaprint web builders
- MS Office: Word, PowerPoint, Excel
- G Suite: Docs, Slides, Sheets, Forms
- Zipwhip
- Canva
- ADP
- Organization
- Interpersonal Skills
- Communication
- Critical Thinking

WORK EXPERIENCE

Advisor, CIS Abroad

AUG 2019 - MAR 2020

- Helped team hit weekly program enrollment goals by advising students on the various study and intern abroad options available at CIS Abroad using chat, text, phone, email, and social media
- Imported new lead information into Salesforce to find best study abroad candidates
- Designed chatbot to resolve long customer support response times, automate lead import to Salesforce, and save CIS Abroad up to \$32,000 per year in costs (equivalent to the salary of one employee position) by using Botmock and LiveChat

Web Design/Social Media Intern, BTA Education

JUN 2019 - DEC 2019

- Increased website's total page views by 58% in three months by re-designing and updating organization's Vistaprint website.
- Increased audience reach by using Twitter, Facebook, Instagram to publish content about BTA's mission, success, and leadership.