








JENNIFER NELSON

PERSONAL PROFILE

Incoming graduate student at UMass Amherst pursuing a Master's in Sustainability Science with a concentration in Urban Sustainability. Experienced in digital marketing, customer service, and web design. Passionate about sustainable urban development, clean energy, and animal welfare.

CONTACT

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EDUCATION

U. of Massachusetts Amherst
Candidate, Masters of Sustainability Science, 2022

- B.A. in Communication, 2020
- GPA 3.98
 - Graduated Summa Cum Laude
 - Dean's List, 6 semesters
 - Outreach Coordinator, MassPIRC
 - Member, Communication Club
 - Research Assistant for 2 communication professors
 - Teaching Assistant for Animal Science Department

Sant'Anna Institute

- Study abroad in Sorrento, Italy, 2019

University of New Haven
Interior Design, Architecture

SKILLS

- CRM: Salesforce*, HubSpot, NetSuite
- CSM: Wix, Vistaprint, WordPress*
- HTML*
- Microsoft Office
- Google Suite
- Canva
- ADP
- Mail on the Mark
- Blogging*
- Social Media Marketing*
- Organization
- Teachable

*completed certificates from LinkedIn

WORK EXPERIENCE

Marketing Intern, Klein Marine Systems Inc.

MAR 2021 - MAY 2021

- Configured Klein's HubSpot CRM account to streamline inbound lead information and outbound communication, improving the overall workflow of the Marketing and Sales Teams.
- Contributed to lead qualification process by researching side scan sonar consumers, competitors, and marketplace.
- Improved customers' awareness of financing options by copywriting and designing explanatory webpage on Klein's WordPress website.
- Updated company marketing materials as needed.

Marketing Intern, New England Clean Energy

JAN 2021 - MAY 2021

- Increased web traffic by writing, proofreading, and publishing blog posts fitted with proper SEO optimization via WordPress.
- Communicated with customers by writing and sending monthly newsletters created via Mail on the Mark.
- Distributed and automated customer review surveys via NetSuite.

Peer Advisor, CIS Abroad

AUG 2019 - MAR 2020

- Helped advising team hit program enrollment goals by informing students of study/intern abroad options using web chat, text, phone, email, and social media; imported lead information into Salesforce.
- Designed chatbot using BotMock and LiveChat to reduce customer support response times, automate web-generated lead import to Salesforce, and save CIS Abroad up to \$35,000 per year in costs (equivalent to the salary of one employee position).