

# JENNIFER NELSON

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## EXPERIENCE

AUG 2019 – MAR 2020

**ADVISOR**, CIS ABROAD

- 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.
- Provided fellow advisors with background information on best study/intern abroad candidates by importing new lead information into Salesforce.
- Designed strategy 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 to design chatbot prototype.

JUNE – DEC 2019

**WEB DESIGN/SOCIAL MEDIA INTERN**, BTA EDUCATION

- 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.

## EDUCATION

MAY 2020

**BACHELOR OF ARTS**, UNIVERSITY OF MASSACHUSETTS AMHERST

Graduated Summa Cum Laude with a degree in Communication. 3.98 GPA.

JAN – MAY 2019

**STUDY ABROAD**, SANT'ANNA INSTITUTE, SORRENTO, ITALY

Completed marketing, Italian, philosophy, and marine biology courses.

## SKILLS

- Salesforce
- Microsoft Office
- G Suite
- Wix, Vistaprint
- Zipwhip
- Canva

## ACTIVITIES

Published two articles through Media Freedom Foundation's "Project Censored" during final year at UMass. Completed a semester-long research assistantship with two media literacy professors interested in corporate-designed media literacy curricula for K-12 classrooms. Participated in the UMass Communication Club as secretary and social media content creator.