

Jennifer Nelson

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EDUCATION

University of Massachusetts Amherst | Amherst MA

May 2020

- Bachelor of Arts: Communication
- Relevant Coursework: Media Literacy, Media and Education, Sociology, Film Studies
- GPA: 3.98

Sant'Anna Institute | Sorrento Italy

Jan-May 2019

- Completed Marketing, Italian, Philosophy, and Marine Biology courses while abroad

University of New Haven | West Haven CT

Aug 2016 - May 2017

- Studied Interior Design/Pre-Architecture

SKILLS & INTERESTS

Computer Skills: Canva, Salesforce, Zipwhip, ADP, Word, Wix, Vistaprint, G Suite, Microsoft Office

Languages: Intermediate German (UMass German & Scandinavian Studies Best Student Award 2020)

Interests: sustainability, hiking, skiing, traveling, wood burning

EXPERIENCE

Advisor, Center for International Studies Abroad | Northampton MA

Aug 2019 – March 2020

- Advised students on the various study and intern abroad options available at CIS Abroad through chat, text, phone, email, and social media
- Managed lead imports and data entry to Salesforce
- Created chatbot for CIS Abroad website using BotMock and LiveChat

Web Design/Social Media Intern, BTA Education | West Newbury MA

June - Dec 2019

- Re-designed website by incorporating visual media, blog forum using Vistaprint
- Created/published social media content to Twitter, Facebook, Instagram

Teaching Assistant, UMass Amherst | Amherst MA

Jan 2018- Dec 2019

- Streamlined databases and update records using Excel, Google Docs, and DropBox
- Monitored student progress and arrange help sessions as per student requirement

EXTRACURRICULARS & LEADERSHIP

Member, Communication Club | UMass Amherst

Sept 2019 – April 2020

- Organized meetings, collected attendance, served as club secretary, designed and distributed club event notices in form of flyers, posters

Research Assistantship | UMass Amherst

Jan 2020 – April 2020

- Conducted research and organized data on corporate media literacy curriculum for K-12 students under guidance of two communication professors

Tactical Outreach Coordinator, MassPIRG | UMass Amherst

Aug 2018 – May 2019

- Developed social media content using Canva; published posts to Instagram, Facebook

Rower, UMass Division I Women's Rowing | UMass Amherst

Sept 2017 - May 2018

- Balanced a full academic course load and teaching assistant position with ~20 hours of training, competition, and meetings per week