

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 & CERTIFICATIONS

- Certified in Social Media Marketing (Hubspot)
- Salesforce
- MS 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.