



JENNIFER NELSON

PERSONAL PROFILE

Recent graduate experienced in customer service and marketing. Passionate about and actively seeking opportunities in the sustainable development and clean energy field.

CONTACT



Merrimac, Massachusetts



53jennie@gmail.com



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
- 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

- 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
- Teachability
- Communication
- Critical Thinking

WORK EXPERIENCE

Peer 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.