

JENNA CLARK

.com



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Education

Rochester Institute of Technology

B.S. degree in New Media Marketing, 2015
Minor in Hospitality and Hotel Management
GPA: 3.1

University of Wollongong

Studied abroad in Wollongong, Australia, Fall 2014. Successfully completed five courses, gained international experience and had the opportunity to develop a strategy for the 40k Foundation.

Relevant Courses

Search Engine Marketing & Analytics
Internet Marketing
Building a Web Business
Organizational Analysis
Global Business.

*References Available Upon Request

Experience

3Q Digital Account Associate

Responsible for supporting online advertising campaigns across multiple platforms. Required to know paid search & keep up with industry standards. Works on 4-6 accounts. Expected to execute high quality reporting for clients.

Owner of Abroadgear.com

March 2015-Current

Created, developed and currently managing an online business. Responsible for all shipping, public relations, web design, marketing and quality assurance of the business.

RIT Student Ambassador

June 2013-May 2015

Conduct official campus tours and represent RIT Admissions. Trusted to be articulate, professional and responsible while providing a positive experience to all guests.

The Province Community Assistant

September 2013-May 2014

Direct and indirect marketing to the community, leasing, sales and customer service. Impacted the overall residential experience and used networks, events and advertising to strengthen the brand and bring interest in leasing apartments.

Skills

Adobe Photoshop

Wordpress

Microsoft Office Suite

Search Engine Optimization

PPC Advertising

Google Analytics

Google AdWords

Social Media Marketing

HTML/CSS

Leadership

Achievements & Activities

Recipient of RIT Computing Medal, awarded to one person in top 10% of the class who is a leader involved in their community.

Recipient of Innovation Grant. With that grant I went on to achieve a provisional patent.

Team member of the RIT Racquetball Club for the past four years. Competed in Nationals.

A member of the Global Business Board and Hospitality Association.