

Jenna M. Lichter

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CAREER OBJECTIVE

Use my professional and educational experience to obtain a position in social media or interactive media.

PROFESSIONAL EXPERIENCE

University of Wisconsin Digital Collections, Madison, WI 10/2009 – Present

Marketing Assistant

- Created Facebook advertisements and analyzed data pertaining to the ads
- Wrote copy for a blog promoting the collections with campus and community events
- Maintained a Facebook Page that has grown from 120 to over 500 fans
- Created new branding for the UWDC including: logos, press kits, letterheads, etc.

TargetCom, LLC, Chicago, IL 05/2010 – 08/2010

Assistant Account Executive

- Researched and provided content for a social media campaign
- Analyzed data and created reports pertaining to a Facebook ad campaign that resulted in thousands of new fans
- Wrote articles for a website pertaining to the college experience
- Copy edited various materials before they went back to the client or off to print
- Contacted mobile media and outdoor media advertisers to gain information and business
- Researched and created spreadsheets detailing middle tier law school websites

World Fantasy Games, Kenosha, WI 05/2009 – 08/2009

RapidDraft Intern

- Created banner advertisements used on RapidDraft.com
- Created a poster that was used in Kenosha, WI as in store advertisements
- Responsible for creating and monitoring Facebook
- Placed advertisements on Facebook to generate users to RapidDraft.com
- SEO through blogging and maintaining a presence on sports forums
- Reached out to bloggers to promote RapidDraft

Kenosha County Parks Department, Kenosha, WI 05/2008 – 08/2008

Parks Intern

- Created a new series of 12 brochures for each Kenosha County park and golf course
- Responsible for design, layout, copy, and photography

EDUCATION

University of Wisconsin-Madison

Bachelor of Arts, August 2011

Double Major: Journalism with an emphasis in strategic communication and Art History

VOLUNTEER EXPERIENCE

WUD Film Committee Marketing and Outreach AD, Madison, WI 08/2009 – 05/2010

- Wrote press releases to send to local news sources promoting film events
- Wrote an html email that was sent to our mailing list updating people of film events

PRSSA Committee Member, Madison Chapter 02/2008 – 05/2009

- Attended lectures and networking events about public relations
- Attended a PRSA conference in Milwaukee WI

SKILLS

Social Media: Facebook, Twitter, YouTube, Blogger, Posterous, Flickr, Zazzle

Tracking Software: Insights, Social Mention, Twitter Tracker, HootSuite, Facebook Grader, Twitter Grader, Twitanalyzer and Google Analytics

Software: Adobe Dreamweaver, InDesign, Illustrator, Microsoft Word, Excel, PowerPoint, Publisher, Picasa