

Jessica Junqua

Education

Montclair State University, Montclair, NJ

BA Communication and Media Arts, Minor in Musical Theater

Expected Graduation: January 2019

East Brunswick High School, East Brunswick, NJ

Graduated: June 2015

Work Experience

- **Associate Community Manager for Likeable Media** January 2018 – Current
Responsibilities include monitoring, managing, and updating clients' social media pages, assisting in the development of content, campaigns, and promotions for pages, developing monthly/bi-monthly analyses and reports for clients, researching new platforms, existing networks, blogger outreach, and competitor analysis, reading relevant blogs on a daily basis and maintaining active profiles on a variety of social media platforms. Clients: Ahold USA (GIANT Food Stores, MARTIN'S Food Markets, Stop & Shop, Giant Food), Great Wolf Lodge, Likeable Media
- **Student Ambassador for the School of Communication and Media at MSU** September 2017 – Current
Responsibilities include sharing with guest's information about the school, give guided tours of the facilities, work on campus at Open Houses and work off campus at high schools and community colleges to recruit students.
- **Social Media Intern for the Office of Undergraduate Admissions at MSU** September 2017 – May 2018
Responsibilities include using all social media channels to promote and represent the Montclair State University brand and inspire prospective students to choose Montclair State University as their school.
- **Digital Marketing and Communications Intern for The Film Institute at Montclair State** January 2018 – May 2018
Responsibilities included planning a social media calendar for all Film Institute spring events, posting social media updates on Facebook, Twitter, Instagram and Snapchat (before, during and post event), posting photos, news, and calendar items on the Film Institute's webpage, graphic design, photography and photo editing, and writing content or articles for the website.
- **Kaplan Student Brand Ambassador for Kaplan Test Prep** August 2017 – April 2018
Responsibilities included using existing connections and networking skills to build and strengthen Kaplan partnerships with clubs and other organizations at Montclair State University, deliver ClubTalk presentations to inform students about the path to graduate school and how Kaplan can help them achieve their goals, and leverage social media networks to get students engaged with the Kaplan brand and expertise.
- **Admissions Ambassador for the Office of Undergraduate Admissions at MSU** September 2015 – May 2017
Responsibilities included providing the best possible experience to prospective students and their families. Played a major part in the University's efforts to recruit a diverse student body by leading campus tours and performed office administration tasks including handling phone calls regarding student admissions and concerns.

Activities

Montclair State University – Clubs & Organizations

- WMSC 90.3 (Radio Station) – Production Team
- The National Society of Leadership and Success – Publicity/Social Media Coordinator for MSU Chapter (2017-2018)
- Phi Sigma Pi National Honor Fraternity (Fall 2017 to present)
 - Public Relations Chair (Spring 2018 to present)
 - Historian (Fall 2018 to present)
- Theta Phi Alpha National Sorority (Spring 2017 to present)
 - National Panhellenic Conference Historian (Spring 2018 to present)

Other/Personal

- Proficient in Microsoft Office, Adobe Premiere Pro, iMovie, Final Cut Pro, and Photoshop
- Experience with social media platforms (Facebook, Twitter, Instagram, Snapchat, LinkedIn)
- Produced, Wrote, Edited, and Starred in a web series on YouTube called Broadway Girl Reviews
- Runs a Health/Wellness Blog on Instagram - @be_happy_healthy_you (Over 1000 followers)