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Jessica Junqua

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Montclair State University, Montclair, NJ
BA Communication and Media Arts, Minor in Musical Theater

Graduated: January 2019

East Brunswick High School, East Brunswick, NJ

Graduated: June 2015

Work Experience

- **Social Media/Marketing Assistant for ReelAbilities Film Festival | New Jersey** January 2019 – current
Responsibilities include developing a weekly social media calendar and maintenance of social media pages, assisting in drafting and distribution of press release to media partners, submitting event information through online and imprint magazines and newspapers, and community calendars and bulletin boards, recruiting and scheduling of volunteers for MSU events (coordinated with Montclair State University's College of the Arts, Office of Education and Community Outreach), providing onsite logistical support for day of events, and any other related duties or planning responsibilities.
- **Freelance Community Manager for Likeable Media** January 2019 – March 2019
Responsibilities included creating and extending client brand voice across social channels by posting content on sites including (but not limited to): Facebook, Twitter, Instagram, LinkedIn, and Pinterest through both proactive and reactive content, respond reactively and engage proactively on behalf of clients social channels during established community management hours, work with clients and Account Manager to develop and implement an escalation process for priority posts as well as build a plan for crisis management across social channels, prepare community data and post insights to be utilized by Account Manager in monthly reports, monitor trends hashtags, emerging technology and current events to seek out and spearhead opportunities for our clients, and share insights from the community to help inform the team's strategic, creative and paid decision-making. Clients: Ahold USA, Avon USA
- **Associate Community Manager for Likeable Media** January 2018 – March 2019
Responsibilities included 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
- **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
As an Admissions Ambassador, 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. Other responsibilities were running the office's Instagram and Snapchat at events through their separate Social Media Internship.

Activities

Montclair State University – Clubs & Organizations

- Lambda Pi Eta National Communications Honor Society - President
- The National Society of Leadership and Success – Publicity/Social Media Coordinator
- Phi Sigma Pi National Honor Fraternity - Public Relations Chair and Historian
- Theta Phi Alpha National Sorority - National Panhellenic Conference Historian

Other/Personal

- Proficient in Microsoft Office, G Suite, Adobe Premiere Pro, iMovie, Final Cut Pro, Photoshop, and all social media platforms.