

JENNA BECKER



EDUCATION

University of Georgia 2018
Grady College of Journalism
& Mass Communication
Advertising Major
Studio Art Minor
Overall GPA: 3.89 / 4.00
Magna Cum Laude
Zell Miller Scholarship
Kappa Tau Alpha Honor Society

SKILLS

Adobe Creative Suite
Microsoft Excel
Event Planning
Photography
Copywriting & Blogging
Social Media Management
Creative Strategy
Integrated Production

CONTACT

jennamb711@gmail.com
770.891.3315
linkedin.com/in/jennamakale/

WORK EXPERIENCE

FCB Health, NYC - *Integrated Production Intern*

June 2018 - Present

- Worked with an intern group on a project creating a strategic campaign for a new drug launch.
- Took on various responsibilities within the integrated production department, shadowed my assigned mentor, and learned multiple project management tools and practices, including Workfront.

McGarryBowen, NYC - *Production Intern*

June 2017 - August 2017

- Worked as a strategist on a 10 week intern project in a group of 6 creating a new business campaign for a prospective client.
- Worked in the production department on various tasks and took the role of Production Assistant for heads of department where I organized weekly statuses and producer estimate requests on JotForm.

Talking Dog Agency, Athens, GA - *Strategist*

September 2017 - April 2018

- Worked within the strategy team to research and analyze existing generational data on consumers while uncovering new insights on GenZ.
- Conducted market research and administer surveys for local and national clients.
- Created creative briefs for assigned client team, Copper Creek Brewing Co.

Talking Dog Agency, Athens, GA - *Photographer*

September 2016 - April 2017

- Worked as a team to create a 7 month campaign for our client, Athens Bagel Co.
- Increased Instagram impressions by 281.53%, Facebook engagement by 2271.95%, and website page views by 41.60%.
- Won "Best Overall Campaign" award at Battle of the Brands competition.

LEADERSHIP & ORGANIZATIONS

Atlanta Broadcast Advertising Club, Atlanta, GA - *Mentee*

October 2017 - May 2018

- Partnered with an advertising professional for mentorship and job shadowing.
- Attend networking events to further skills and gain insights within the industry.

UGA Ad Club Executive Board, Athens, GA - *Social Media Manager*

August 2017 - May 2018

- Hold administrative status on Facebook AdClub page and post information, send messages, and create events for each weekly meeting.
- Maintain Instagram and Twitter accounts to keep members updated with club events.
- Keep consistent professional tone of voice across all platforms for the organization.

INTERNATIONAL EXPERIENCE

Cannes Lions Festival, Cannes, France - *Student Delegate*

June 2016

- Met and networked with some of the most prestigious professionals in the advertising industry, gaining a global perspective of creativity.
- Attended each day of the festival, viewing multiple interviews and talks a day.