


Jenna Herzog

Writer, Creative Direction

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 925.997.6048

Education

Santa Clara University

B.A., Communication, Spanish,
and Latin American Studies
Sept. 2011 - June 2015

Universidad de Salvador

Study Abroad, Buenos Aires
Aug. 2013 - Nov. 2013

Awards

Magna Cum Laude, Santa Clara University (2015)

Phi Beta Kappa National Honor Society (2014)

Lambda Pi Eta National Communication Honor Society (2014)

Student of the Year, SCU Communication Department (2015)

Phi Sigma Iota International Foreign Language Honor Society (2015)

All-American Scholar Athlete, SCU Women's Lacrosse (2012, 2013)

Experience

ABUV Media { Content editor Creative director

*Nov. 2015 - Dec. 2016
Reno, NV*

Managed projects throughout the editorial process, from content creation through web development. Directed graphic design of edited content, focusing on user engagement and usability. Managed team of five graphic designers, including hiring, goal-setting and daily prioritization of tasks. Spearheaded special projects involving design across the company's portfolio, including full site redesigns, mobile optimization of web pages, and the creation of new online tools and assets. Helped editorial team develop and execute new design ideas for content presentation and web products.

SCU Food & Agribusiness Institute { Visual communications

*Sept. 2014 - June 2015
Santa Clara, CA*

Designed marketing materials including flyers, pamphlets, posters and social media campaigns. Event photography and videography, including editing and circulation. Contributed to the organization, planning, and marketing of events. Wrote blogs, social media posts and press releases.

Voluntario Global { Communications team

*June 2014 - Sept. 2014
Buenos Aires, Argentina*

Created promotional video and photography campaigns, including all shooting & editing. Wrote blogs and social media posts.

Skills

Writing ★★★★★
Editing ★★★★★
Photography ★★★★★
Videography ★★★
Graphic Design ★★★★★
Creative Direction ★★★★★

Passions

Sustainability
Photography
Rock Climbing
Journalism
Web Content & Design
Travel
Hiking & Backpacking
Van Conversions