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| Jenna HerzogContent Creator &Engagement Strategist **CONTACT** jenna.n.herzog@gmail.com(925) 997-6048[Portfolio & Blog](http://www.jennaherzog.weebly.com/)[LinkedIn](https://www.linkedin.com/in/jenna-herzog-00274790/)  |  | | --- | | **skills** Copy writing & copy editing  Content writing & content editing  Social media marketing  Social media advertising  Digital content development  Project management  Content marketing  Creative direction  SEO strategy  AP & Chicago Styles  Spanish (fluent), German (basic) | | **EDUCATION** Santa Clara University  B.A. Communications, Spanish, & Latin American Studies  -Phi Beta Kappa National Honor Society  -Comms. Dept. Student of the Year  -Lambda Pi Eta Comms. Honor Society  -Phi Sigma Iota Foreign Language Honor Society  -Study abroad: Buenos Aires, Argentina  -Vice President of Latina Sisterhood |  **VOLUNTEERING** **-Grand Canyon Trust, citizen science researcher (’18 - ‘19)**  **-350 Bay Area, public relations (’19)**  **-Organic farm volunteer in Spain (‘19), New Mexico (‘18), Cuba (’14)**  **-Voluntario Global, communications team (Argentina, ’14)**   |  | | --- | | **PASSIONS** -Adventure travel & outdoor sports  -Rock climbing, mountain biking, backpacking, trail running, cycling, hiking  -Environmental conservation/volunteering  -Digital communication & photography | | |  | | --- | | ExperienceSocial MEdia Content Creator – Khan AcademyApr ‘19 – present -Build and manage organic social media publishing calendar for global audiences on Instagram, Facebook, and Twitter (150K – 1.5M followers).  -Create campaigns that drive engagement, website traffic, and donations.  -Build and execute social contests/giveaways to drive desired actions.  -Collaborate with marketing team to plan and execute integrated campaigns.  -Plan and execute live streams on Facebook, Instagram, and YouTube.  -Write and edit social copy; curate and design digital creative for all platforms.  -Engage our community via direct messages, comments, and curating UGC.  -Built teacher-specific social communities to engage this core audience, creating live chats, polls, and book clubs to gather user insights. writer & Editor – freelanceDec ‘16 – present -Write custom content for outdoor and travel clients (i.e. Grand Canyon Trust, Osprey, Marmot, Sea to Summit, Gregory Packs, Visit Utah, SheExplores).  -Adhere to deadlines and pitch stories that meet brand objectives.  -Assigning editor for various education websites: responsible for digital content strategy, copyediting, and project management. Social media planner – Rootsrated MediaMay ‘17 – Dec ‘17 -Create, optimize, and schedule social media paid advertising campaigns for 50+ clients in outdoor gear and adventure travel industries.  -Report social engagement and advertising metrics to customers and internal content marketing teams.  -Consult clients on media buying strategies and content performance, particularly from the social media lens. Content Editor & creative director – abuv MediaNov ‘15 – Dec ‘16 -Editorial project management – including content strategy, hiring writers, editing, directing design/web development, and SEO – for 40+ projects at a time.  -Manage team of five graphic designers, including hiring, goal-setting, and daily prioritization of tasks.  -Lead special design projects such as site redesigns and mobile optimization.  -Coordinated with marketing team to pitch new content that reaches core audiences of students and educators. Visual Communications – Santa Clara University Center for Food Innovation & EntrepreneurshipSept ‘14 – Jun ‘15 -Design graphics for marketing materials (flyers, pamphlets, posters, and social media campaigns) using Adobe Creative Suite.  -Collaborate on event planning and marketing.  -Writing blog posts, social media copy, newsletters, and press releases. | |  | |