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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/)

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| **skills**Copy writing & copy editingContent writing & content editingSocial media marketingSocial media advertisingDigital content developmentProject managementContent marketingCreative directionSEO strategyAP & Chicago StylesSpanish (fluent), German (basic) |
| **EDUCATION**Santa Clara UniversityB.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)**

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| **PASSIONS**-Adventure travel & outdoor sports-Rock climbing, mountain biking, backpacking, trail running, cycling, hiking-Environmental conservation/volunteering-Digital communication & photography |

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| 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 & Entrepreneurship Sept ‘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. |
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