

Jocelyn Pena

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EDUCATION

THE UNIVERSITY OF GEORGIA

Grady College of Journalism and Mass Communications

Bachelor of Arts in Advertising | Minor in General Business

WORK EXPERIENCE

SweatHouz Infrared Sauna + Cold Plunge

Marketing Specialist | Atlanta, GA | Nov. 2022-Present

- Demonstrated expertise in effectively managing and optimizing a diverse portfolio of 45+ social media accounts including Instagram, Facebook, Yelp, and TikTok, to enhance brand visibility and engagement leading to a promotion from Marketing Coordinator to Marketing Specialist in the span of 3 months.
- Orchestrated highly successful internal marketing initiatives by seamlessly collaborating with franchisees and corporate teams. Implemented effective strategies, promotions, and meticulously planned marketing events to significantly enhance customer retention and foster unwavering brand loyalty.
- Provided instrumental support to franchisees during studio openings by spearheading the development and delivery of comprehensive marketing materials. Offered expert guidance and strategic direction on marketing initiatives and email campaigns, empowering franchisees to effectively promote their studios and drive successful launch campaigns.

Sony Music Entertainment

Premium Content Intern | Los Angeles, CA | June 2022-Aug. 2022

- Created a multitude of documents that extended valuable support to the Senior Director of Business Development and the Manager of Premium Content Sales and Distribution.
- Conducted extensive research on over 100 upcoming films by analyzing release strategies and production companies as well as actively participated in development meetings, brainstorming/pitch sessions, and even engaged in Netflix's Stranger Things Soundtrack calls.
- Skillfully crafted decks based on thorough research to execute and drive the success of Sony Music's film, television, soundtrack, podcast, and gaming ventures.

Sony Music Entertainment

Radio Promo, Marketing & Media Intern | Nashville, TN | June 2021-Aug. 2021

- Delivered comprehensive administrative support to the VP, Promotion, and Regional Promotion Managers, ensuring smooth operations and efficient coordination. Skillfully managed artist calendars, including travel arrangements and logistical details, to optimize productivity and minimize disruptions.
- Compiled and organized contact information for radio partners, streamlining communication and fostering strong relationships within the industry. Recognized as one of the inaugural Sony Music Group Impact Fellows, showcasing exceptional dedication and impact in the organization.
- Composed email blasts for radio partners, expertly pulled and analyzed daily airplay and consumption reports, providing valuable insights to the promotion staff and artist managers for data-driven decision-making.

4 A's Multicultural Advertising Internship Program (MAIP)

(MAIP) Fellow | New York, NY | Feb. 2021-Aug. 2022

- Selected from a competitive pool of 600+ applicants after successfully navigating a rigorous 6-month application process.
- Engaged in a highly immersive 12-week virtual spring training program by actively participating in weekly live agency-led workshops, labs, and specialized discipline training.
- Led the Public Relations efforts for two prominent summer projects, collaborating with renowned brands Jollibee and IZZE to drive impactful communication strategies and deliver exceptional results.

The Professionista

Experiential Marketing Intern | Atlanta, GA | Nov. 2020-Feb. 2021

- Developed and delivered comprehensive PowerPoint presentations to senior management, showcasing company progress, and providing critical updates. Included in-depth competitive analysis, market research findings, and strategic content strategies.
- Orchestrated and meticulously organized virtual events, demonstrating exceptional research skills and acute attention to detail. Managed complex event schedules in a fast-paced environment, exhibiting strong organizational and time management capabilities.

CAMPUS & COMMUNITY INVOLVEMENT

Strike Magazine

Graphics Director | Athens, GA | Jan. 2022-May 2022

- Led and managed a team of 8 with the creative direction by effectively delegating tasks based on individual's skills and expertise to optimize productivity and output quality.
- Created compelling and professional content across social media platforms and website conveying important information to the target audience.

The Talking Dog Agency

Production Director | Athens, GA | May 2021-May 2022

- Proactively engaged in advanced communications with 10+ business clients to create customized content in a professional, fast-paced Advertising Agency setting.
- Managed a team of 10 students in which I allocated assignments and projects that taught them the foundational knowledge in production techniques.
- Formulated methods of communication in order for production requests to go smoothly in the agency.

Hispanic Student Association

Graphic Designer | Athens, GA | May. 2020-May 2021

- Demonstrated strong project management skills by coordinating interviews with local Latinx restaurant owners about their struggles during the Pandemic. Created impactful videos and graphics that helped these local businesses advertise on social media which contributed to leads.
- Showcased creativity and design acumen by crafting marketing materials such as crewnecks, tote bags, flyers, programs, stickers, and buttons, effectively enhancing the events brandings and promotional efforts for the annual event, "Noche Latina" with a track record of 400+ attendees.
- Created daily storytelling and informative content for social media while working closely with the Public Relations Chair.

SKILLS SUMMARY

Microsoft Office Suite, Adobe Creative Suite, Google Analytics, Website Design, Brandwatch, SOci, FranConnect, MyEmma

Awards: Hope Scholarship Recipient, Jennifer Lynn Stone Scholarship Recipient, Brittney Fox Watts Scholarship, Barnett Essay Award Nominee, Moran ePortfolio Award Nominee, Deans List