

Jocelyn Pena

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EDUCATION

THE UNIVERSITY OF GEORGIA

GPA: 3.65/4.0 | May 2022

Grady College of Journalism and Mass Communications

Athens, Georgia

Bachelor of Arts in Advertising

Terry College of Business

Minor: General Business

EXPERIENCE

Radio Promo, Marketing & Media Intern

Sony Music Nashville | Nashville, TN | June 2021-Aug. 2021

- Provide administrative support to the VP, Promotion, and the Regional Promotion Managers, update artist calendars for travels and logistics, maintain contact information for radio partners
- Prepare emails blasts for radio programmers and partners, pull, and analyze daily airplay and consumption reports for promotion staff and artist managers

Experiential Marketing Intern

The Professionista | Atlanta, GA | Nov. 2020- Feb. 2021

- Present PowerPoints to the employer that show how the company is doing including competitive analysis, market research, and content strategy
- Plan virtual events that required research and being very detailed oriented, strong management skills while managing event schedules in fast paced environment

Production Director Assistant

The Talking Dog Agency | Athens, GA | Aug. 2020- Present

- Collaborate with the Agency's clients to create content for clients in a professional, fast-paced Advertising Agency setting
- Communicate with businesses on what their goals are and develop a pre-production plan for content

Content Creator

Rouge Magazine | Athens, GA | Aug. 2019-Present

- Execute photoshoot logistics that consist of 4 photoshoots throughout the year, delegate tasks, work closely with various committees, and ensure that the creative integrity of the work stays intact
- Publish 100+ magazines each semester, upload content to the Blog and YouTube, Present the magazine at the release party

Production Director Assistant

Strike Magazine | Athens, GA | Oct. 2020-Present

- Report to Creative Director, brainstorm and produce video concepts and ideas, arrange pre-production and post-production
- Take initiative with creating unique promotional videos following current trends for the social media to increase engagement

Graphic Designer

Hispanic Student Association | Athens, GA | May. 2020-Present

- Create story telling content for the social media as well as a schedule for the Public Relations Chair to follow
- Interview local Latinx restaurant owners who have been struggling during the Pandemic and help them advertise by making videos and graphics
- Responsible for overseeing a committee of 70+ members by using strategic thinking and planning for an annual event which has over 400 attendees

SKILLS SUMMARY

Skills: Leadership, Strong Presentation Skills, Problem Solving, Time Management, Teamwork, Critical Thinking, Attention to Detail, Bilingual (Spanish)

Applications: Microsoft Office, Adobe Lightroom, Adobe InDesign (Certified), Adobe Photoshop (Certified), Adobe Premier Pro, Google Analytics (Certified), Website Design,

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