JENNA BRATMAN

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EDUCATION

GRADUATE: UNIVERSITY OF FLORIDA | 2021 - 2022, MASTER'S IN MASS COMMUNICATION, GPA: 3.94
UNDERGRADUATE: UNIVERSITY OF FLORIDA | 2018 - 2021, B.S. IN MEDIA PRODUCTION, MANAGEMENT, AND TECHNOLOGY
SPECIALIZATION: MANAGEMENT AND STRATEGY, GPA: 3.7

WORK EXPERIENCE

UNIVERSAL ORLANDO RESORT | MAY 2021 - AUGUST 2021

CONTENT ENGAGEMENT INTERN
- Created, scheduled, and monitored content and mentions for all social channels, which total over 7.1 million followers
- Received 8 earned media stories specifically mentioning my tweets in publications such as Fox 35 Orlando and Inside the Magic
- Collaborated with Universal's international social team on strategic planning and content calendar revisions for Brazil and LATAM
- Single-handedly brainstormed, scheduled and shot content for IG Reels and TikTok, a new project for these untapped platforms
- Wrote blog posts for the Discover Universal website
- Developed weekly social analytics reports with key insights and findings and presented them to the social team

THE AGENCY | APRIL 2020 - PRESENT

OPERATIONS MANAGER, EXTERNAL AFFAIRS | APRIL 2021 - PRESENT
- Oversaw all external communications, including The Agency's social media, branding and stakeholder relationships
- Served as Account Supervisor for the Michelob Ultra team, where our SOW revolved around media strategy and content creation
- Managed The Agency's rebranding process, including research, creative deliverables and media strategy
- Created a communications strategy for our social channels to ensure my team understands our content buckets and audiences

LEAD STRATEGIST | OCTOBER 2020 - APRIL 2021
- Managed a team of 10 collegiate researchers in conducting primary research for Coca-Cola, including focus groups and surveys, data analytics, and reporting
- Led strategy for a national social media campaign for Microsoft geared toward Gen Z
- Oversaw a team of 31 colleagues to publish thought leadership blog posts for The Agency, amplifying our Gen Z perspective on the latest trends to attract new clients
- Led research and strategy projects for 7 clients, including social listening and strategic insight reports
- Presented key findings, insights, and strategic executions to 7 clients, including Coca-Cola, Microsoft, and Amazon
- Collaborated with the creative and media departments to ensure all deliverables were cohesive with strategy

RESEARCHER AND STRATEGIST | APRIL 2020 - OCTOBER 2020
- Found secondary research and created strategic insights for Coca-Cola's campaign with GA Voting Works. Project included partnerships with significant Atlanta-based companies like WarnerMedia, Mercedes and Delta
- Conducted primary and secondary research including focus groups, surveys, social listening, and social audits

ASA ENTERTAINMENT | MAY 2018 - AUGUST 2019

SOCIAL MEDIA AND MARKETING MANAGER
- Designed the social media strategy for Super Girl Pro, the world's largest women's surf competition and music festival
- Increased social media following by 200% through engaging copy and implementing a community management strategy
- Presented marketing proposals for paid social media to the CEO using a budget of $5,000
- Created social content using Adobe Photoshop, Adobe Illustrator, Adobe Lightroom, Adobe Premiere Pro and Canva
- Tracked, organized, and recorded social media analytics including 300 million social media impressions for the event
- Created social asset packages for sponsors and talent (including Disney, Nissan, and singer Natasha Bedingfield)

INVOLVEMENT

Phi Kappa Psi Academic Honor Society, Tau Sigma Honor Society, Golden Key Honor Society, UF Ad Society, Delta Gamma Sorority

SKILLS

Brand Strategy, Market Research, Social Media Strategy/Management/Analytics, Adobe Creative Cloud (Photoshop, Illustrator, Premiere Pro, Lightroom), Microsoft Excel, Microsoft Powerpoint, Microsoft Word, Hootsuite, Talkwalker, Google Analytics, Sprinklr, Figma