

JENNA PELLICANO

Marketing Student

Current student at the University of South Florida MUMA
College of Business/Judy Genshaft Honors College.
Completing a B.S. in Marketing.
Seeking a part time employment.

EDUCATION

Expected May 2024

BACHELOR OF SCIENCE IN MARKETING

Florence University of the Arts, Florence Italy
University of South Florida, Tampa, Florida
MUMA College of Business and Judy Genshaft Honors College

- Concentration: Entrepreneurship
- 3.8 GPA
- Pursuing a Certificate in Visualization and Design
- Social Media Coordinator of Delight Ministries

PROFESSIONAL EXPERIENCE

August 2023-Present

CREATIVE INTERN

USF Fotball, Tampa Florida

- film and edit social engagement videos for Instagram
- video labeling and photo editing
- assist with game day responsibilities
- collaborate with creative team, coaches, and players

August 2023-Present

MEDIA ARTS INTERN

Tampa Bay Arts and Education Network

- write promotional video scripts
- shoot promotional video in front of camera
- edit using Final Cut Pro X
- conduct Instagram story "takeovers" during filming

May 2022-September 2022

MARKETING MANAGER

BRINC Total Home Centers, Holbrook New York

- create marketing campaigns and promotions through social media
- coordinate with customers and coworkers to ensure a practical and aesthetic kitchen design
- create a comfortable and open environment for clients
- respond to phone calls and emails with customers and vendors
- design website that is aesthetically pleasing and functional

SKILLS

- Good attention to detail
- Multitasking, problem solving under pressure
- Hardworking
- Place a high value on organization
- Graphic Design and Editing: Adobe Lightroom, Canva, Final Cut Pro, Adobe Premiere Pro, Adobe Illustrator, Adobe Photoshop
- Business Applications: Microsoft Word, Powerpoint, Outlook, Excel
- Web Design: Wix, Host Gator, WordPress

LEADERSHIP

July 2022-Present

SOCIAL MEDIA COORDINATOR

Delight Ministries, University of South Florida

- formulate an aesthetic social media feed
- design and develop posts for social media platforms
- communicate events and meetings on a wide scale
- grew social media following by 150%
- co-lead a small group weekly to discuss bible study

VOLUNTEER WORK

July 2022-Present

COMMUNICATIONS TEAM

Grace City Tampa Church

- capturing moments of worship at church
- editing photo and video taken during service
- creating a welcoming environment for the community

AWARDS

August 2021-May 2024 (Expected)

RECIPIENT

USF Green & Gold Award Scholarship

- received a scholarship by demonstrating continuous academic success and leadership

CONTACT

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