

08 | 04 | 1997

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# JENNA CORNICK

## education

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September 2015 - May 2019

### **Bachelor of Arts in Journalism & Mass Communication**

*Drake University | Advertising, Public Relations and Spanish*

Relevant Coursework: Advertising Campaign Strategy, Consumer Awareness, Copywriting & Content Design, Strategic Media Planning, Strategic Message Design, Management, Spanish for Business

January 2017 - April 2017

### **Study Abroad**

*Universidad de Málaga*

Relevant Coursework: Global Marketing, Cross-Cultural Psychology, International Relations, Spanish Language

## practical experience

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September 2017 - Present

### **Digital Communications Manager**

*Network of Biblical Storytellers, International*

Drive strategic email campaigns reaching global audiences.  
Analyze data to target specific buyer segments.  
Redesign website to improve user experience.

August 2018 - February 2019

### **Advertising Manager**

*Times Delphic*

Negotiate and sell advertising placements to local and national clients.  
Forge mutually beneficial client relationships to develop sustainable revenue sources for the newspaper publication.

September 2017 - December 2017

### **Multimedia Storytelling Intern**

*Des Moines Area Religious Council*

Research the impact of new initiatives and document client stories.  
Advocate on behalf of food pantry clients.  
Write newsletter articles to inform the community about local issues.

May 2017 - August 2017

### **Marketing Intern**

*Blink Marketing Agency*

Manage social content calendars for multiple clients simultaneously.  
Analyze statistics to ensure data on target audiences informs strategy.  
Enhance B2B and B2C relationships through online interaction.

March 2016 - December 2016

### **Public Relations Intern**

*Susan G. Komen Iowa*

Create social media roadmap based on organization objectives.  
Collaborate with marketing team to generate new strategies.  
Advocate for breast cancer survivors in online communities.

# leadership

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December 2018 - May 2019

## Account Executive

*United Way of Central Iowa | Drake Advertising Capstone*

Lead team of copywriters, media buyers, graphic designers and researchers to develop an integrated advertising campaign to increase trust and awareness among target audience.

March 2016 - December 2016

## Service Vice President

*Alpha Phi Omega Service Fraternity*

Strengthen relationships with local nonprofit organizations.

Connect volunteers with service opportunities in the community.

Lead campaigns for suicide prevention, blood drives and food drives.

Serve as television spokesperson to drive awareness of food insecurity.

# interests

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February 2018 - May 2019

## Photographer and Writer

*Drake Magazine*

Collaborate with art staff team to visually communicate story concepts.

Apply feedback from editors, writers, photographers and designers.

Coordinate photoshoots complete with subjects, locations and models.

Edit writing and photos to mesh stylistically with the overall tone.

February 2016 - May 2019

## Radio DJ

*94.1 The Dog*

Analyze music trends and develop promotional material.

Deliver clear community announcements and weather reports.

Assist with broadcasting system advertising strategy.

# skills

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Languages

**English**

*Mother tongue*

**Spanish**

*Business fluent*

**German**

*Basic knowledge*

Skills

**Microsoft  
Office Suite**

**Consumer  
Research**

**Public  
Speaking**

**Adobe  
InDesign**

**Brand Strategy**

**Team  
Leadership**

**Adobe  
Photoshop**

**Copywriting**

**Basic  
knowledge of  
HTML & CSS**

**Constant  
Contact**

**Project**

**Management**

**Wordpress**

**Photography**

**Formstack**

**PR Writing**

München, 16.1.2020

