

JENA YANNONE

Digital Media Specialist

PROFILE

Digital media professional with 5+ years of experience in journalism, social media management, content creation and marketing. Expertise in branding and analytics. Excellent communication skills for outreach, digital copywriting, public speaking and project production.

Extremely driven with a teamwork mentality: organized, goal-oriented, and efficient.



WILL RELOCATE FOR POSITION,
CURRENTLY LAS VEGAS, NV



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JENAYANNONE.MYPORTFOLIO.COM
& LINKEDINCOM/IN/JENA-YANNONE



702-808-9301



EDUCATION

BA in Journalism & Mass Communications

Arizona State University, Phoenix, AZ
Class of 2020, Deans List Honors Student

MS in Digital Audience Strategy

Arizona State University, Phoenix, AZ
Expected 2021, Remote due to COVID-19

SKILLS

ADOBE SOFTWARES
MICROSOFT PROGRAMS
SOCIAL MEDIA STRATEGY
PUBLIC RELATIONS
SEO OPTIMIZATION
PHOTOGRAPHY
VIDEO EDITING
COPYWRITING
AUDIO ENGINEERING

AWARDS

HUBSPOT: INBOUND MARKETING
CERTIFICATION 2020

POYNTER: REPORTING ON JAILS
CERTIFICATION 2019

ARIZONA PBS: CRONKITE NEWS
"WALTER CRONKITE" BROADCAST
REPORTING AWARD

EXPERIENCE

DIRECTOR OF MARKETING & PUBLIC RELATIONS

2020 - Forte Family Practice, Las Vegas, NV

Recruited to develop the Covid-19 infusion program & vaccination study effort in Nevada alongside reputable Dr. Dana Forte. Marketed the study on behalf of medical professionals statewide, representing Eli Lilly Pharmaceutical company.

- Social Campaigns, billboards, analytics
- Scheduled press conferences and interviews
- Maintained campaign budget and spending

BROADCAST JOURNALIST

2019 - Arizona PBS, Cronkite News, Phoenix, AZ

Formulated original story concepts daily for Social Justice beat. Conducted regular interviews and built/maintained an extensive network of sources. Worked autonomously while coordinating with multiple news desks.

- Delivered packages on live broadcast.
- Camera Operation, production, floor directing
- Copywriting of scripts and digital news stories
- Shooting and editing quality video/photo content
- Maintained professional online presence to promote stories

MARKETING COORDINATOR

2018- Bubble Bee, Phoenix, AZ

Solely responsible for management of social media, public relations and events on behalf of company. Created all digital content and campaigns. Engaged as face of company at press releases, grand-openings and influencer collaborations.

- Increased social media following by over three-thousand within six months of hire
- Increased business sales to the point of expansion from two stores to three within nine months of hire

INTERNSHIPS & OTHER

- 2020: **Live Virtual Concert Host** at Launch Global Remote Position
- 2019: **Legal Assistant** at Henness and Haight Attorney Las Vegas, NV
- 2018: **Public Relations Assistant** at Allied Global Marketing Scottsdale, AZ
- 2018: **Social Media Assistant** at The Mayfair Group Scottsdale, AZ
- 2016: **Editorial Assistant** at Bloguettes Phoenix, AZ