

JESSICA WELSH

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education

University of Missouri, Columbia, MO
Bachelor's Degree, May 2018

major

Bachelor's of Journalism:
Strategic Communication - Art Direction

minor

Textile and Apparel Management

Multicultural Certificate

skills

software

Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere), Procreate (iPad Pro + Apple Pencil), Microsoft Office, Keynote, iMovie, Hootsuite, Mailchimp, QuickBooks

media

Instagram, Twitter, Facebook, Pinterest, Snapchat, YouTube, Tumblr, WordPress, Wix, Squarespace, Shopify

university involvement

Graphic Designer,
Adzou Student Agency (Capstone)

Secretary,
American Advertising Federation - Mizzou

Style Guru Community Member,
College Fashionista

Treasurer and Graphic Designer,
Mizzou Shaves Lives (St. Baldrick's)

Department of Student Activities:
College Music Committee

professional experience

Editorial/Social Intern — *The Everygirl*, Chicago, IL

JULY 2019 – PRESENT

- Pitch and write lifestyle articles for theeverygirl.com
- Create and source content for social media channels
- Design graphic content for Instagram feed and stories (980k+ followers) based on brand standards
- Draft and execute concepts for Instagram stories
- Execute backend process of adding articles in Wordpress

eCommerce & Social Media Assistant — *Vintage Charm*, La Grange, IL

NOVEMBER 2018 – FEBRUARY 2019

- Designed graphics for website, Instagram, in-store signage, and Mailchimp email campaigns
- Curated and designed Instagram (11k+ followers) stories with relevant product for holidays, sales, etc.
- Listed and named products on Shopify eCommerce platform as well as general website maintenance
- Collaborated in planning and executing photo shoots, social media content creation, and collection launches
- Researched and interacted with influencer partners
- Maintained displays and helped customers in storefront
- Fulfilled and packaged all online orders

Social Media Intern, — *Skirt PR*, Chicago, IL

JUNE 2018 – AUGUST 2018

- Executed social media outreach for various clients
- Researched and compiled extensive databases of influencers/bloggers and brand partners
- Designed graphics for use on social and at events
- Assisted with social media content shoots, curating various client's Instagram feeds, and event planning

PR & Marketing Specialist — *MU Office of Undergraduate Research*, Columbia, MO

MAY 2015 – MAY 2018

- Designed internal and external promotional and event materials in InDesign
- Managed design, layout, and content of monthly newsletter and other publications
- Supervised student writing intern
- Updated website regularly using Wordpress and handled social media, including Twitter, Facebook, and Instagram
- Aided in selection/hiring process for new employees
- Took and edited photos at office and university events

Visual Communications Intern — *PYE Global*, Barcelona, Spain

JUNE 2017 – JULY 2017

- Designed content for use on company's social media
- Drafted new materials for company rebrand
- Advised on final decisions for company rebranding
- Developed social media calendar and plan
- Scheduled social media posts in Hootsuite

Public Affairs & Marketing Intern — *Advocate Health Care*, Downers Grove, IL

JUNE 2016 – AUGUST 2016

- Created content for the *health enews* website - wrote articles and produced infographics
- Designed content for internal company projects
- Assisted with copyediting, social media tasks, and events
- Built professional development experience by sitting in on meetings, lunch with COO, and visiting ad agency