

# Jenna

# Nelson



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StrengthsFinder  
Top 5 Themes

- > Maximizer
- > Competition
- > Achiever
- > Strategic
- > Ideation

## Skills

### Microsoft Office Suite



Word



Excel



Powerpoint

### Adobe Creative Suite



InDesign



Illustrator



Photoshop

### Social Media



Facebook



LinkedIn



Twitter

### Web Development + Coding



WordPress



Python



HTML5

## Education

Drake University | Des Moines, IA | 2013-2017  
Bachelor of Science in Business Administration  
Majors: Marketing & Information System  
Cumulative GPA: 3.87/4.00

## Professional Experience

McClure Engineering Company | Marketing & Business Operations Lead – October 2017 – Present

- > Oversee marketing team from project assignment to workflow coordination and deadline management
- > Design print and digital collateral to capture new clients and build brand awareness
- > Evaluate external promotion opportunities such as advertising, conferences, and sponsorships
- > Lead internal leadership meetings and champion corporate initiatives

McClure Engineering Company | Marketing Communications Specialist – January 2017 – October 2017

- > Coordinated company-wide Face2Face training to improve internal and external communications
- > Coordinated MEC: Engineering the Future Intern Program to attract and grow talent
- > Created content for web and social media to grow online presence and develop thought leadership

McClure Engineering Company | Marketing & Communications Intern – February 2016 – December 2016

- > Designed effective marketing materials to capture new clients and maintain strong existing relationships
- > Built and maintained the McClure Engineering Company website and intranet site
- > Prepared internal and external communication documents to communicate effectively

Access Systems | Marketing Intern – September 2015 – Present

- > Developed and launch internal quarterly newsletter to increase employee engagement
- > Wrote press releases and other external communications pieces to build brand awareness
- > Planned employee events to recognize and celebrate achievement
- > Designed internal and external marketing materials

Cambridge Investment Research | Conference Intern – Summer 2014 & Summer 2015

- > Planned menus for 1,900+ conference attendees
- > Worked with third party vendors in contracting entertainment
- > Developed SharePoint site for department
- > Worked as on-site event planner at Marriott Marquis Washington D.C.

## Awards, Leadership, & Community Service

- > Alpha Kappa Psi – Professional Business Fraternity 2013-2017
  - o VP Membership Spring 2015
  - o Master of Rituals Fall 2015
  - o President Spring 2016 – Fall 2016
- > Investment Club 2013 – 2015
  - o Marketing/Recruitment Chair 2013-2015
- > Leadership Iowa University – Class of 2015
- > Mastery of Community Leadership – 2016
- > Des Moines Downtown Farmers Market 2013-2015