

JESSICA NISSEN

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EDUCATION AND TRAINING

Bachelor of Arts in Public Relations – with nonprofit concentration

May 2020

Biola University | La Mirada, CA

- Public Relations Student Society of America (PRSSA) Member | 4.0 GPA
- Media, Journalism, & Public Relations Award of Outstanding Merit Recipient

WORK EXPERIENCE

Assistant to the Public Relations Program Director

October 2019-December 2019

Biola University Public Relations Department | La Mirada, CA

- Researched relevant information for future department-related communication strategies and tactics.
- Synthesized and documented research findings.
- Brainstormed creative ideas and details for events, flyers, phone calls, emails, and other communication efforts.
- Represented the Program Director by corresponding with and advising students through emails.

Communications Intern

September 2018-May 2019

The Inspire Foundation | Salem, OR

- Composed and edited written content for magazine articles, social media posts, emails to stakeholders, website, newsletter, flyer, feature story, and more.
- Produced newsletter: designed new template, wrote copy, collected photos, requested quotes, edited copy.
- Launched and managed Instagram account: created account identity, gained followers, designed posts, wrote captions, engaged with audiences, established posting guidelines.
- Managed Facebook account: created and announced events, placed ads, posted photos and captions, engaged with audiences.
- Coordinated with event speakers, caterers, and guests through email prior to events.
- Learned best practices for community relations efforts.

Social Media Representative & Student Ambassador

September 2018-May 2019

Biola Admissions Marketing | La Mirada, CA

- Wrote weekly posts for the university's student life blog.
- Created original content for Admissions' Instagram account: advertised events, promoted Becoming Biola blog, gave advice.
- Collaborated with ambassador team to creatively congratulate newly admitted students: produced, wrote scripts, and acted in acceptance videos.
- Recruited prospective students through weekly phone calls: answered questions, developed rapport, advised on all aspects of the admissions or college decision process.
- At special events, answered questions through panel discussions and one-on-one interactions.

KNOWLEDGE, SKILLS, & ABILITIES

- Strong written and verbal communication, including public speaking
- Research and synthesizing data
- Writing for Public Relations
- Organization and attention to detail
- Perceptive listening and strong interpersonal skills
- Creative collaboration
- Time-management
- Promotional messaging
- Experience in nonprofit sector, campaigns, marketing, community relations, events, design, public speaking, photography
- Experience using Cision, Canva, Adobe InDesign & Illustrator, Constant Contact, Wordpress, Reg Fox, Google Sheets