

Jadyn Benford

Houston, Texas | (832) 844-8246 | jbenfo3@lsu.edu
jadynbenford.wixsite.com/my-site-5

EDUCATION

Louisiana State University (LSU), Baton Rouge, Louisiana

Currently pursuing a Bachelor of Arts, Mass Communication

GPA:3.48

Related Coursework: Social Media and Brands, Principles of Marketing

EXPERIENCE

Marketing Assistant

April 2024 – Present

Gardere Community Christian School, Baton Rouge, Louisiana

- Created and managed content, analyzed metrics and supported branding, events, and multimedia production.
- Handled database management, communications, event documentation, and various administrative tasks.

Public Relations Chair

August 2023 – Present

LSU Black Student Union, Baton Rouge, Louisiana

- Develop engaging and strategic social media content tailored to maximize impact across all of the organization's digital platforms.
- Address inquiries and concerns from the organization's social media audience, ensuring a positive and responsive online presence.

Assistant General Manager

April 2023 – February 2024

Hotworx, Baton Rouge, Louisiana

- Worked collaboratively with coworkers to boost the studio's membership through sales.
- Sustained long-term members by providing exceptional customer service.
- Contacted potential members by phone, text, and email, and interacted with them at local events, to promote the brand.

Marketing Intern

May 2023 – August 2023

SNR Creative, Houston, Texas

- Assisted with market research, campaign ideation and optimization, graphic design, social media, and platform management.
- Supported other general office tasks.

Camp Counselor

May 2022 – August 2022

Lifetime, Houston, Texas

- Maintained a safe atmosphere while engaging children in interactive activities.
- Conducted daily lesson plans while overseeing a group of up to 10 campers, ranging in age from 5 to 12.
- Communicated with parents about their children's activities and more daily.
- Promoted weekly activities and events to boost camp attendance.

SKILLS

Task-Oriented Skills: Social Media Management, Website Design, Scheduling, Account Management, Copywriting, Sales, Communication

Methodologies: Knowledge of AP Style

Programs/Software: Adobe Creative Cloud, Microsoft 365, Google Workspace

ACTIVITIES

Volunteering: VIPS (Volunteers in Public Schools) Everybody Reads, Special Olympics, Volunteer LSU, Summerwood Elementary

Clubs: LSU Black Student Union Executive Board Public Relations Chair, Student Coalition Public Relations Committee, LSU AdFed

Academic Achievements: LSU Black Scholars Award (2023 and 2024), Transformation Merit Resident, Burns Original BBQ Scholarship recipient, College Gurl Scholarship recipient, Deans List (Spring 2023, Summer 2024)
