

Jenna Garden



(831) 710-0310
jennalynngarden@gmail.com



jennagarden.info



linkedin.com/in/jenna-garden

EDUCATION

Stanford University c/o 2020

B.A. Candidate – English with Honors
Minor Candidate – Psychology
GPA: 3.95

AWARDS

- **Hoefer Prize for Excellence in Undergraduate Writing (2019):**
Awarded to outstanding academic work produced in writing-intensive classes across the university. My paper on violence in the neo-slave narrative was one of 11 projects recognized.
- **Salinas City Youth Poet Laureate (2016):** Led creative writing workshops and poetry readings for students.

SKILLS

Long-form content UX writing Content auditing Information architecture Copyediting Stakeholder management Customer service Public speaking

TOOLS

Figma Google Suite Photoshop HTML CSS Microsoft Office Wordpress Khoros

LEADERSHIP

- **Humanities House Resident Assistant (2018-19):** Organized in-house and off-campus community-building events
- **Stanford Women's Club Volleyball Financial Officer (2016-2020):** Managed \$20,000 annual budget, planned tournaments and Nationals trip

PROFESSIONAL EXPERIENCE

• Product Content Strategist Intern, Airbnb

June 2019-Sept 2019

- Worked with cross-functional partners on 3 UX writing projects, including a major reschedule request flow to alter bookings
- Synthesized input from stakeholders across the business unit in a requirements doc for Host Connect, an internal search tool
- Wrote articles and host spotlight features for the Experiences Resource Center (ERC), a learning center for hosts
- Conducted internal and competitive audits to improve the ERC
- Pitched, researched, and wrote a creative piece on American poets' homes for Airbnb Magazine

• Content Strategist and Social Media Writer, Stanford Graduate School of Business

Sept 2019-present

- Pitching and writing original social media content for Instagram (113K followers), Twitter (483.7K), and LinkedIn (222.8K) to feature GSB research, student stories, and school news
- Producing long-form content for Insights by Stanford Business
- Monitoring GSB social media platforms using Khoros

• Content Intern, wikiHow

June 2018-Aug 2018

- Produced 40 well-researched and thorough how-to articles for diverse online audiences
- Increased positive ratings 6% by running an experiment to test page layouts
- Helped team expand content to new medium, Amazon Echo, by writing concise article summaries optimized for voice input
- Supported launch of new Amazon partnership by copyediting over 500 "life hack" tips

• Marketing Intern, Stanford Social Innovation Review

Sep 2017-June 2018

- Built weekly e-newsletter and updated website content
- Informed e-newsletter content strategy by analyzing clickthrough data from Salesforce
- Managed event app (built with Bizzabo) for 2017-18 conferences
- Responded to customer service inquiries daily

• Content Marketing Intern, National Steinbeck Center

June 2017-Sept 2017

- Publicized museum events by connecting with local news outlets and generating social media ads
- Organized NEA Big Read kickoff poetry slam, which drew over 150 community members to the NSC
- Wrote 3 grant applications to successfully secure funds for exhibit updates and youth writing programs
- Co-authored supplementary reading lists that were published in Penguin's Steinbeck Series with director Dr. Susan Shillinglaw

• Research Assistant, Stanford Graduate School of Education

Feb 2017-Aug 2017

- Fact-checked and edited a book on history education and digital literacy for Prof. Sam Wineburg