

Jaclyn Herrmann

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EDUCATION

Georgia State University Atlanta, Georgia August 2016-July 2018
BA Film & Media 3.1/4.0 GPA Minor in Journalism

Honors: President's List Summer 2017

Relevant Courses: Producing for TV & Film, Fiction Production, Advanced Media Writing, Basic News Writing, Applied Graphic Communication

COMMUNICATIONS EXPERIENCE

Freelance Writer December 2015-Present

Create search engine optimized written content for businesses and creatives, with a specialization in blog posts, website content, social media content, and product descriptions.

Production Assistant Intern Rareform Pictures June 2017-June 2018

Assisted director with various tasks in the independent documentary film production process including setting up lighting and sound equipment for shoots, organizing footage on Google Drive, coordinating interviews, registering warranties for equipment, and doing occasional camerawork.

Social Media & Marketing Assistant TriStar Home Improvement February 2016-January 2017

Assisted small business owner with various marketing tasks including creating social media profiles, creating and publishing regular social media posts, setting up online advertisements, designing and distributing mass mailing materials, creating and distributing estimates for clients, and setting up sponsorships with other businesses.

Secretary & Social Media Coordinator PEACE Club at GSU January 2017-December 2017

Assisted president of university animal rights organization with setting up email list, writing and distributing mass emails to organization members, creating social media profiles for organization, and helping plan events.

Multimedia Reporter Georgia State University June 2018-July 2018

Generated and reported stories including photography and video for multimedia site using WordPress.

RELATED SKILLS

AP Style writing

Search engine optimization

Social media for news and marketing: Instagram, Twitter, Facebook, Snapchat

Blog and article writing

Technical writing

Adobe Creative Cloud

Microsoft Office

Adobe Premiere Pro

Final Cut Pro

Videography and photography