

JENNA WIRTH

RELEVANT EXPERIENCE

New York Post, Decider.com

Social Media Editor

Social Media Intern

New York, NY

May 2022 — Present

Jan 2022 — Apr 2022

- Translate talent interviews into shorter social videos
- Capture strategically tailored social content with talent on-site
- Produce and edit creative short-form original video content centered around current pop culture trends, sounds, and topics
- Write engaging copy and adjust voice/tone as needed
- Plan, schedule, optimize, and publish posts in a content calendar
- Facilitate community management on all social media channels
- Analyze key metrics to track social media growth and performance
- Cover live events (SDCC, NYCC, BravoCon, Emmys, Oscars, Golden Globes) and breaking news
- Watch the latest films/series to identify and create social-first content (memes, GIFs, dialogue-driven graphics, Instagram Reels/Story Polls)
- Gather and edit digital assets (quote/news graphics, editorial images, press photos, movie/TV clips) for social platforms and website
- Monitor daily social trends and analytics to create reactive content and make timely, informed decisions
- Brainstorm, research, and pitch social-first initiatives for upcoming events (awards shows, holidays, movie/TV premieres)

Syracuse University

Videographer

London, England & New York, NY

Sept 2021 — Apr 2022

- Produced social-first in-depth interviews with SU alumni
- Captured video content about student life for digital media use

Dotdash Meredith, Parents

Editorial Intern

New York, NY

June 2021 — Aug 2021

- Managed the @parentseditors Instagram account
- Produced a behind-the-scenes video of Robin Arzón's cover shoot
- Maintained a celebrity database of potential cover and story subjects
- Conducted celebrity interviews
- Assisted with sourcing stories and other types of research

Jerk Magazine

Multimedia Director

Syracuse, NY

Jan 2020 — June 2021

- Collaborated with the social media team to promote content
- Sourced images and planned visuals with the design team
- Fact-checked and copy-edited digital content
- Produced content for the website, including heds, deks, and tags

ADDITIONAL EXPERIENCE

I've written more than 175 articles for a wide range of print and digital publications, including **Health.com**, **Parents.com**, **Parents Magazine**, **Syracuse.com**, **POPSUGAR**, and **Democrat & Chronicle**.

CONTACT

Open to Relocation

jennawirth101@gmail.com

(716) 544-0737

LinkedIn: [Jenna Wirth](#)

URL: [jwirth.journoportfolio.com](#)

SKILLS

Social Media Platforms: TikTok, Facebook, X (formerly Twitter), Instagram, YouTube, Threads

Social Media Management Tools:

SocialFlow, Social Commerce, (formerly Curalate), Dash Hudson, Tweetdeck, Meta Business Suite, Twitter Media Studio, Google Trends, Google Analytics, CrowdTangle, Parse.ly, SEO

Adobe Creative Suite: Premiere Pro, After Effects, Photoshop, InDesign, Illustrator, Express

Microsoft Office: Word, Excel, PowerPoint, Outlook

G Suite: Docs, Sheets, Slides

Other: CapCut, Splice, Canva, HTML, CMS WordPress, Slack, Airtable, iPhone camera, DSLR camera, AP style

EDUCATION

S.I. Newhouse School of Public Communications,
Syracuse University

- Bachelor of Science: Magazine, News, and Digital Journalism
- Minor: Psychology
- May 2022
- GPA: 3.97 (Dean's List)
- Organizations: Jerk Magazine, The Daily Orange, The Odyssey Online, The NewsHouse