

YESENIA JONES

JOURNALIST & SOCIAL MEDIA MANAGER

Throughout my life, I have developed a passion for storytelling. Fortunately, I have been able to translate this passion into career opportunities. I currently have experience in creative content development, social media marketing, and producing journalistic pieces for a variety of platforms.

EDUCATION

NORTH CAROLINA STATE UNIVERSITY

2017 - 2020 | BA Communication

AMERICAN UNIVERSITY

2016-2017 | Intended BA in Broadcast Journalism

SKILLS

- Content Management Systems: TweetDeck, Hootsuite, Planoly, Facebook Pages Manager
- Verbal and Written Communication Skills
- Able to work in a fast-paced environment
- Wibbitz Online Video Editor
- Microsoft Office
- Adobe Photoshop
- Canva

RELEVANT EXPERIENCE

2019-2020

Nubian Message Editor-in-Chief

- Packaged stories for publication by editing headlines, picking images, and writing captions for images
- Developed a successful social media strategy for the brand's Instagram account
- Lead the creation of compelling and evergreen social content

2020

Vashtie.com Social Media Intern

- Monitored and researched new trends in popular culture
- Utilized TweetDeck to draft and schedule tweets
- Professionally engaged with the brand's audience
- Sourced engaging stories and images

2019-2020

Official Black Wall Street App Social Media Intern

- Utilized Canva and Adobe Photoshop to create graphics for the brand's Instagram, Twitter, and Facebook
- Wrote caption copies for the brand's Facebook, Instagram, and Twitter
- Monitored analytics to increase and maintain engagement
- Maintained a weekly content calendar

2018

WRAL-TV Multimedia Journalism Intern

- Produced Facebook live streams during major company events
- Drafted, scheduled, and posted content on Instagram, Facebook, and Twitter
- Created videos for social using the Wibbitz Online Video Editor

2016-2017

American University School of Communication Research Assistant

- Aided in research to determine public opinions on the Black Lives Matter movement
- Analyzed tweets regarding police brutality and relevant activist groups
- Coded tweets based on the opinion presented
- Participated in weekly meetings to contribute my findings