

JADA HOFFMAN

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EDUCATION

Bachelor of Arts in Public Relations/Advertising

Lewis University, Romeoville, IL

Minor: Radio and Television Broadcasting

Expected: May 2022

GPA: 3.75/4.00

WORK EXPERIENCE

After the Peanut, Lockport, IL

- Host - Facilitate monthly live interviews with STEAM mentors via Zoom.

October 2021 - Present

WKOW 27 News, Madison, WI

- Quintern - Pitched ideas daily, assisted scripts for anchors, created and edited VOSOTs and news packages.

June 2021 - Aug 2021

FaceTrace Beauty, Chicago, IL

- Social Media Coordinator – Developed social media calendar and content; helped to increase social media engagement and audience as the app undergoes being launched.

January 2021 - May 2021

Marie Wilkinson Food Pantry, Aurora, IL

- Social Media Coordinator - Generated social media analytics and updated the organization's social media sites; assisted communication manager in developing social media calendar and content.

January 2020 - May 2020

- Publicist - Developed crisis communication plan, feature story, news release and other marketing materials.

Lewis University Radio Station

- Disc-jockey - Served as a disc-jockey on live radio broadcasts; utilized radio skills and proper terminology knowledge.

August 2020 - Dec 2021

Lewis University Television Network

- Reporter - Pitch weekly ideas, assisting writing scripts for anchors, creating and submitting news packages
- News Anchor - Serve as news anchor on live broadcasts; utilize broadcast skills and proper terminology knowledge.
- Writer - Write and submit weekly international and local news stories.

February 2020 - Present

The Flyer Newspaper, The Flyer

- News Editor - Monitor breaking news for information on local incidents, events and topics of interest.
- Assistant News Editor - Monitored breaking news for information on incidents, events and topics of interest.
- Campus Life Editor - Edited and gave feedback on writers' articles when necessary.
- Reporter for Opinion Section - Wrote and submitted articles while remaining unbiased.

August 2018 - Present

TECHNOLOGY AND SOCIAL MEDIA SKILLS

- Proficient in major social media platforms including Facebook, Instagram, Twitter, LinkedIn, YouTube and Snapchat
- Proficient in MS Word/Excel/PowerPoint, Google Docs/Forms/Slides, Canva, WordPress, Adobe Spark/Premiere/InDesign/Photoshop HootSuite, Otter, Avid, iNews and Social News Desk
- APCA certification for programming

HONORS AND AWARDS

- Recipient, Student Laureate of the Lincoln Academy, October 2021
- Recipient, Delahanty Award for student athletes with outstanding GPAs, April 2019, April 2020, April 2021
- Recipient, Dean's List, December 2018, May 2019, May 2020, May 2021

INVOLVEMENT

- Emma Bowen Foundation Fellow, 2021 - Present
- Dow Jones News Fund, 2021 - Present
- Lewis University Women's Track and Field, 2018 - Present
 - 3x All - American, 2021 - Present*
 - National Qualifier, 2018 - Present*
 - Captain, 2020 - Present*
- Student Senate, 2018 - Present
 - President, 2020 - Present*
 - Director of Communications, 2019 - 2020*
 - Freshman Senator, 2018 - 2019*
 - Chair of Public Relations, 2018 - 2019*
- Great Lakes Valley Conference Diversity & Inclusion Committee, 2020 – Present
- Student Ambassador, 2018 – Present