

# JENNA O'CONNOR

BA in Graphic Design and Multimedia Arts;  
6 years of experience in Digital Marketing,  
Social Media, Photography, and Design.

## ABOUT

Horseback rider, animal lover, photographer, digital illustrator, and designer. From the moment I picked up my first camera, photography has been a passion of mine.

## EDUCATION

Centenary College 2016 Cum Laude  
BA in Graphic Design & Multimedia Arts

## SKILLS

Adobe Photoshop, Lightroom, InDesign, Illustrator, Premiere Pro, After Effects, Bridge, Canva, Corel Painter, Live Streaming, Google Suite, & Microsoft Suite

Instagram, Facebook, LinkedIn, Twitter, Pinterest, TikTok, YouTube, Vimeo, Blackbaud NetCommunity, WIX, & WordPress

Organization, Time Management  
& Customer Service

## AWARDS & VOLUNTEERISM

- Title XI Coordinator: 2021- Present
- Centenary University Presidential Award for Service: 2021
- Excellence of the Hack Leadership Award: 2016
- Newark Beth Israel Holiday Party Photographer: 2017-2020
- Therapeutic Horseback Riding Assistant: 2017-2020

## CONTACT

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## EXPERIENCE

### Galloping Lane Farm, Ringoes, NJ

Sep. 2022 - Present

#### Multimedia Content Creator

- Support the business by creating engagement on social media with photography and videography
- Maintaining business website and social media platforms

### Centenary University, Hackettstown, NJ

Mar. 2020 - Present

#### Advancement Assistant / Social Media and Digital Marketing Specialist

- Performed as photographer and videographer at events and other unique occasions; photographed new employees for website; provided photography editing services for university and community magazines and publications
- Developed and implemented new social media strategies and plans to attract new students and alumni
- Produced original social media content; created advertisements for various university departments
- Increased number of followers on Instagram, Facebook, Twitter, and LinkedIn
- Maintained university website and updating pages as needed
- Designed collateral materials, brochures, flyers, etc., for mailings and distribution at university events
- Worked in our database to update and add new constituents

### Jenna O'Connor Photography, Flemington, NJ

Oct. 2015 - Present

#### Photographer and Designer

- Consult with clients and utilize artistic vision to meet their unique photography and design needs

### Performance Rehabilitation and Regenerative Medicine, Somerset County

Nov. 2018 - Mar. 2022

#### Multimedia Content Creator

- Support organization in creating social media presence, using digital marketing strategies, photography and videography during medical intervention, clinic events, employee photos and fundraisers.
- Designed materials, brochures, flyers, postcards, etc., for mailings and distribution throughout clinics and events
- Maintained website and updated as needed

### Nikas Social Media, Newton, NJ

Jun. 2016 - Jul. 2020

#### Content Manager

- Created artwork and layout for print and digital posters, flyers, as well as social media
- Product photography for a number of different clients

### Paws and Rewind, Flemington, NJ

Apr. 2018 - Aug. 2018

#### Multimedia Content Creator

- Support the business by creating engagement on social media with photography and videography
- Maintaining business website and social media platforms

### Black Fox Farm, Pennington, NJ

Dec. 2016 - Jul. 2020

#### Social Media Manager

- Maintained and updated website as needed
- Photography for horse sales and social media content