

Jessica Van Cleave

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904-228-8541

about

I am a creative, reliable and ambitious person who strives for authenticity in all areas of my life. I take pride in producing and implementing innovative marketing strategies, campaigns and pieces that align with and exceed expectations of the organization's goals and core values. I aspire to act as an instrument of positive, impactful change to inspire a spark in others to innovate, overcome and thrive.

education

2021-2022

Winthrop University

M.B.A. Marketing, GPA - 4.00

2014-2018

Winthrop University

B.A. Mass Communication, GPA - 3.89

awards

2017-2018

Kappa Tau Alpha Top Scholar

Highest GPA for all Mass Communication seniors

2017-2018

Outstanding Senior in Broadcast

Recognized for exceptional video and journalism work

2016-2017

Outstanding Leadership in Mass Communication

Recognized for leadership within the Department of Mass Communication and Winthrop University

skills & capabilities

Professional

- + Email Marketing
- + Copy Writing
- + Social Media
- + Digital Marketing
- + Graphic Design
- + Presentation Design
- + Photography and Editing
- + Event Marketing
- + Videography and Editing
- + Adobe Creative Suite
- + Microsoft Suite

Personal

- + Creativity
- + Communication
- + Collaboration
- + Problem Solving
- + Leadership
- + Adaptability
- + Positive Attitude
- + Time Management
- + Perseverance
- + Consistency
- + Determination

work experience

September 2018 - Present

Enrollment Marketing Coordinator

Office of Admissions – Winthrop University

- + Research, create, manage and analyze targeted content for Winthrop social media platforms.
- + Strategize, develop and analyze graphics, videos and copy for targeted campaigns through Slate/CRM.
- + Create and manage all print, digital and AV content for and during 10+ Admissions events each year.
- + Produce digital content, layouts and copy for Winthrop's website.
- + Work in conjunction with University Communications & Marketing to deliver integrated marketing campaigns that are consistent with the strategic enrollment plan.
- + Collaborate across campus with students and departments to ensure consistent branding and strategic messaging.

August 2016 - May 2018

Video Intern

Office of the First-Year Experience – Winthrop University

- + Developed ideas and shot all footage for 40+ videos each year.
- + Promoted retention efforts through social media strategies.
- + Created promotional materials for retention-driven events.
- + Filmed and edited recap videos for 20+ events per year.

leadership experience

June 2015 - January 2019

Camp Director, Leader & Peace Ambassador

CISV – Florida, France, Portugal & Indonesia

- + Led international travel for 2-4 week peace education camps.
- + Responsible for health and well-being of child participants.
- + Facilitated and created learn-by-doing activities for over 60 participants from 12 different countries.
- + Communicated and collaborated with leaders from 12 different countries to manage day-to-day camp needs.

April 2016 - December 2017

Peer Mentor

Office of the First-Year Experience – Winthrop University

- + Served as academic and professional mentor to 20+ students each semester.
- + Delivered course content and developed creative activities to engage students.
- + Planned, organized and executed events for 1,100+ first-year students.

August 2014 - May 2017

NCAA Division 1 Student Athlete

Winthrop University

- + Competed on scholarship in track and cross country.
- + Maintained status on the Big South Presidential Honor Roll.

Jessica Van Cleave

Enrollment
Marketing Coordinator

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references

Dr. Amanda James

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