

# JESSICA N. VAN CLEAVE

## CONTACT



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904-228-8541



www.jessicavancleave.com

## SKILLS

Premiere Pro	<div><div></div></div>
Illustrator	<div><div></div></div>
Photoshop	<div><div></div></div>
MS Office	<div><div></div></div>
InDesign	<div><div></div></div>
After Effects	<div><div></div></div>
Lightroom	<div><div></div></div>
Audition	<div><div></div></div>

## EXPERTISE



Email  
Campaigns



Social  
Media



Recap  
Videos



Event  
Marketing



Graphic  
Design



Videography

## FREELANCE

- + Filmed at international peace summer camp of 70+ participants for three weeks and produced documentary reaching 31K+ views
- + Filmed, edited and produced 30-second commercial for off-campus student housing
- + Filmed as a second shooter at weddings, and edited footage to recreate wedding video
- + Created logos, t-shirts, invitations, Snapchat filters and more for clients

## EDUCATION

### + B.A. Mass Communication Winthrop University / Rock Hill, SC

August 2014 - May 2018

Bachelors of Arts in Mass Communication with a concentration in Broadcast & Video Production and a minor in Peace, Justice & Conflict Resolution Studies.

GPA - 3.89 / 4.00, Magna Cum Laude Graduate

## WORK EXPERIENCE

### + Digital Content Specialist

#### Access & Enrollment Management / Winthrop University

September 2018 - Present

- + Develop content for and manage Winthrop Admissions social media accounts
- + Create graphics, videos and other digital content for email campaigns
- + Design print and digital content specifically branded for each Admissions event
- + Produce videos, graphics and layouts for the Winthrop website
- + Work alongside University Communications & Marketing to capture footage and photography to produce marketing materials and content
- + Collaborate across the campus with students and departments to ensure consistent messaging

### + Video Intern

#### Office of the First-Year Experience / Winthrop University

August 2016 - May 2018

- + Developed concepts and shot all footage for 40+ videos each year
- + Promoted retention efforts through social media strategies, reaching 155K+ views
- + Created promotional materials for retention-driven events & office recruitment
- + Filmed, edited and produced recap videos for 10+ events each semester

### + Video Intern

#### Athletic Department / Winthrop University

October 2016 - May 2018

- + Created intro videos showcased in the Big South Tournament including basketball, volleyball and baseball
- + Developed 40+ promotional athletic videos to increase student and community engagement
- + Shot in-game footage for baseball, tennis, lacrosse, and basketball

## LEADERSHIP EXPERIENCE

### + Peace Ambassador, Leader & Camp Director CISV / Florida / France / Portugal / Indonesia

June 2015 - Present

- + Lead international travel for 2-4 week long peace education camps
- + Responsible for health and well-being of child participants
- + Facilitate learn-by-doing activities for over 60 participants from 12 countries
- + Selected as USA representatives for a U.N. endorsed peace initiative
- + Communicate and collaborate with leaders from 12 different countries

### + Peer Mentor

#### Office of the First-Year Experience / Winthrop University

April 2016 - December 2017

- + Served as academic and professional mentor to 20 students each semester
- + Met weekly with faculty member to plan class delivery
- + Delivered course content and develop creative activities to engage students
- + Planned, organized, and executed events for 1,100+ first-year students
- + Facilitated individual one-hour meetings with each student

### + NCAA DI Student Athlete

#### Cross Country & Track / Winthrop University

August 2014 - May 2017

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

# JESSICA N. VAN CLEAVE

## REFERENCES

**+ Dr. Amanda James**

*Director of Admissions / Winthrop University*  
jamesa@winthrop.edu  
803-323-4759

**+ Dr. Ken Halpin**

*Director, University Athletics / Winthrop University*  
halpink@winthrop.edu  
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**+ Kerry McClure**

*Board Member / CISV Jacksonville*  
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**+ Dr. Padmini Patwardhan**

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**+ Dr. William Schulte**

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