

Janet E. Jurado

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OBJECTIVE

- ❖ To obtain a position that fully exploits my substantial experience in social media management and content creation to drive brand awareness and sales within a company.

SOCIAL MEDIA AND MARKETING SKILLS

- ❖ Managed the University of Wisconsin-Parkside's Theatre Arts department social media pages (Instagram and Facebook) for three years and counting
- ❖ Designed, edited, and published informative graphics using Photoshop and Canva
- ❖ Created, edited, and published modern-day styled video reels multiple times a month using iMovie, Cap Cut, and Premiere Pro to promote theatre shows
- ❖ Wrote captions containing event information such as dates, times, locations, contact information, etc. while remaining engaging and simple

VIDEO PRODUCTION SKILLS

- ❖ Directed livestream events for the University of Wisconsin-Parkside
- ❖ Assembled, used, and took down professional video equipment for livestream events, concerts, independent work, and live zoom audition events
- ❖ Researched, interviewed, and wrote scripts to create podcasts for classes as well as for independent projects using Adobe Audition
- ❖ Formulated schedules, notes, rough drafts, storyboards, loglines, screenplays, and interview questions for classes within Google and Microsoft Workspaces

INTERPERSONAL SKILLS

- ❖ Led fun and engaging events and activities as a Drama Club officer for three years
- ❖ Communicated and collaborated with directors, designers, and other crew members when working on theatre shows, directing scenes, and other projects
- ❖ Presented ideas and proposals energetically in public speaking engagements and even as a guest speaker for the University of Wisconsin Board of Regents
- ❖ Served as the leader in almost all group discussions and projects

EDUCATION

- ❖ BA in Theatre Arts (Acting Concentration), BA in Communication, Minor in Digital Media Production, University of Wisconsin-Parkside (Exp. Graduation May 2025)
- ❖ Related Courses: Digital and Social Media, Digital Storytelling, Intro to Graphic Design, Intro to Digital Art, Podcasting, Digital Photography, Public Speaking

RELATED EXPERIENCE

- ❖ Theatre Arts Social Media Marketing Internship, UW-Parkside (Sept. 2022 - Present)
- ❖ Ranger Production Studio Internship, UW-Parkside (Sept. 2024 - Dec. 2024)
- ❖ Drama Club President, UW-Parkside (Sept. 2023 - May 2024)