

# JENNIFER MCGOWEN

Marketer, Writer, and Photographer

## Profile

Constantly searching for ways to improve my skills and enhance my work experience. I am efficient, organized, and willing to take on any task that is handed to me.

## Skills

- Social Media Content Strategist
- First Aid/AED/CPR Certified
- Adobe Suite Programs
- Microsoft Office Programs
- Wordpress

## Achievements

- Created the blog for Ball State's Marching Band's PR Team
- Founding Member of PR Team for Ball State Marching Band
- Secretary for Sigma Tau Delta
- Wrote a 94,000 word book for the Honors Creative Thesis
- Presented at the 2022 Mid-East Honors Association

## Education

### Ball State University

May 2022 | GPA 3.890

Bachelor of Arts, Honors College  
BA, English, Rhetoric and Writing  
BA, Photojournalism

### Ball State University

Expected Graduation May 2023

Master's of Arts, Public Relations

## References

### Kristi Chambers

Director of Marketing  
The Roberts Group Live  
(765) 228-4239  
kkchambers@robertsgrouplive.com

### Kristen Guthrie

Vice President of Marketing  
and Communications  
Visit Fort Wayne  
(260) 424-3700  
Kristen@visitfortwayne.com

### Kenneth Kosky

Director of Tourism  
Festival Country Indiana  
(317) 903-1627  
ken@festivalcountryindiana.com

## Career Experience

### Graduate Assistant

Pruis Hall | August 2022 - Current

- Manage scheduling for student and professional events
- Assist backstage and in the lobby during events
- Manage student employees and ushers
- Assist in the office with phone calls, schedules, event planning, and paperwork

### Head of POMA Public Relations Team

Pride of Mid-America Marching Band | April 2021 - Current

- Manage and create social media content calendars
- Write, edit, and review blog postings
- Shoot and edit photos for social media posts
- Oversee tasks for members of the PR team
- <https://blogs.bsu.edu/music/category/marching-band/>

### Marketing Intern

The Roberts Group Live | July 2022 - February 2023

- Create and schedule social media content
- Design ads, posters, flyers, brochures for shows
- Manage TRG website and venue's landing pages
- Assist with group sales and ticket sales

### Public Relations Intern

Emens Auditorium | January 2021 - June 2022

- Designed posters, flyers, and SM posts for events
- Wrote press releases for upcoming shows and events
- Scheduled social media posts using Loomly
- Developed ideas for content and output
- Created monthly analytics reports over marketing data

### Marketing Intern

Visit Fort Wayne | Summer 2021

- Wrote blogs for the Insider Blog page
- Worked with the Social Intern to research, find, and collect data for the Public Art Trail pass
- Covered and worked in the Visitor Center
- Created and shipped radio packets for various events
- Discussed ideas and wrote articles for 2022 Visitor Guide

### Marketing/Public Relations Intern

Festival Country Indiana | Summer 2020

- Designed children's coloring book, 2022 Festival Guide cover, Chalk the Walk flyers and entrance forms
- Coordinated with Marketing Manager for planned shoots
- Planned walking tours with Director of Tourism
- Wrote blogs for website and a press release