

# JENELLE HOSTETTER

## EXPERIENCE

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### Assistant Creative Director Intern

*Olive Ave Boutique • Sept 2018-Current*

Assist creative director with photoshoots and flat lays. Help promote clothing for store webpage and social media accounts.

### Social Media Specialist

*BYU-Idaho Auxiliary Graphic Services • Apr 2018-Current*

Lead campaigns with a partner to increase following of two business with 6,000 + 2,000 followers on Instagram and 8,000 on Facebook. Created social copy and digital content for ten posts a week. Took professional product photography in light box for online store.

### Teacher's Aide

*BYU-Idaho Communications Department • Apr 2018-July 2018*

Assisted in grading assignments based on HTML and CSS.

### Marketing/Social Media Specialist

*WaterMill Cove Resort • May 2016-Aug 2017*

Created and analyzed content for Facebook account with 500 followers, which increased to 5,000 within time working there. Managed email newsletters and worked with MailChimp. Created marketing campaigns.

### Resort General Manager

*WaterMill Cove Resort • Mar 2016-Aug 2017*

Managed luxury family resort in Branson Missouri, took care of all customer's needs and made business run smoothly.

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## EDUCATION

### Brigham Young University - Idaho

*Bachelor of Science in Communication • Degree Expected 2018*

Emphasis in Visual Media and Social Media Marketing

## SKILLS

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**Adobe Creative Cloud** Illustrator, Lightroom, Photoshop, InDesign

**HTML & CSS** Custom coding

**WordPress** Back-end and Front-end Divi

**DSLR/Photography**

**Hootsuite Platform Certification**

**Google Analytics Advanced Certification**

**Social Media Platforms** Instagram, Facebook, Twitter, Pinterest

**Microsoft Office** Word, PowerPoint, Excel, Outlook