

Jennifer Silva

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For Sophomores, Juniors and Seniors

PROFILE

Communication major/Politics minor with a passion for marketing. Experience leadership teams and collaborating with others to accomplish goals. Analytical, with excellent written and oral communication skills. Flourish as part of a team and working independently. Bilingual English/Spanish, Fluent ASL.

RELEVANT KNOWLEDGE, SKILLS AND TRAINING

Written and Verbal Communication, Public Speaking, Leadership, Marketing, Organizer, International Relations, Translation (Spanish-English and English-Spanish)

Technologies: MS Office Suite, Prezi, iMovie, Photoshop, InDesign; Mac and PC platforms

WORK/VOLUNTEER/PROJECT EXPERIENCE

InContext Marketing, Walnut Creek, CA

June 2019-Present

Marketing Intern

- Perform in-depth analysis of food sections of major daily newspapers to determine trends and recommend future actions for food release program
- Pitch local, regional and trade publications on behalf of client
- Write photo captions for client newsletter and manage distribution of press releases
- Edit and proofread collateral materials such as brochures, newsletter articles and news releases

Burston Marsteller, San Francisco, CA

August 2019-January 2021

Intern, Public Affairs Practice

- Contributed to production of five-page section in the *San Francisco Business Journal*
- Drafted advisories alerting various media about important upcoming events for clients
- Wrote and edited political editorials and op-eds for client

Saint Mary's College of California Office of Admissions

August 2017-June 2020

Student Assistant

- Organized and processed prospective student applications and prepared detailed mailers
- Maintained confidential student records by updating and categorizing file copies

Saint Mary's College of California

August 2019-May 2020

Resident Advisor

- Lived full-time with 80 female freshman students; was always available for consultation, policy enforcement, and crisis management interventions
- Created a friendly community by welcoming residents and making them feel at home
- Planned on-site events that incorporated cultural diversity and social service

EDUCATION

Saint Mary's College of California, Moraga

BA Communication, Politics Minor

May 2022

- Write for *The Collegian* weekly newspaper
- Marketing Lead, International Club
- Member, SMCAMA and Politics Club

Study Abroad: International American University, Aix-en-Provence, France

Spring 2020