

Jennifer Tran

Gonzales, LA
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225-620-8823

SKILLS

- Adobe CC Suite
- Affinity Designer, Photo and Publisher
- Constant Contact
- DaVinci Resolve (video editor)
- HootSuite
- Microsoft Office Suite
- WordPress.Org

CERTIFICATIONS

Distinguished Communicator
Hootsuite
Google Analytics

PROFESSIONAL AFFILIATIONS

Member, Environment and Health Council of Louisiana

Secretary, Public Relations Association of Louisiana - BR

Member, Press Club of Baton Rouge

Previous, Public Relations Student Society of America (PRSSA)

Previous, Phi Sigma Pi Honors Fraternity

HONORS

Kappa Tau Alpha
Nancy C. Norris Memorial Scholarship
Red Stick Award Recipient - 2021
Tiger Excellence Scholarship
Walter Hitesman Scholarship

Louisiana State University | Baton Rouge, LA | Dec. 2017
Bachelor of Arts | Mass Communication {Public Relations} | GPA: 3.97
Minor | Business Administration

EXPERIENCE

PR/Communications Coordinator | Louisiana Retired Teachers Association
Baton Rouge, LA | April 2018 - present

- Produce engaging and informative newsletters, legislative action alerts, press releases and other communication materials for association
- Work with media outlets statewide to promote association events and issues
- Assist with coordinating association's annual meetings including event schedules, registration and promotion
- Generate member stories to showcase the work of LRTA members
- Manage social media, increasing Facebook likes by over 60 percent
- Serve as webmaster for association's website with WordPress.org
- Review research to develop talking points and strategy
- Provide assistance in tracking pending legislation and committee meetings

Digital Communications Intern | Environment and Health Council of Louisiana
Baton Rouge, LA | May 2017 - November 2017

- Developed and implemented communication strategy to build Council's online presence
- Drafted press releases announcing Council's event
- Created promotional items for Council's annual conference
- Redesigned organization logo and website

Digital Media Director | PRSSA at LSU
Baton Rouge, LA | August 2016 - May 2017

- Planned social media posts for organization's Facebook and Twitter pages promoting various events
- Collaborated with public relations director on developing a strategic plan for annual report
- Designed graphics to accompany Twitter and Facebook posts
- Updated and maintained the website for organization

Administrative Marketing Intern | Premier Health Consultants
Baton Rouge, LA | June 2016 - August 2016

- Contributed to overall community outreach by setting up event stations and promotional items
- Maintained ongoing communication regarding recruiting paperwork status with HR departments
- Designed presentations for corporate meetings with PowerPoint

Marketing Intern | University of Southern Mississippi
Hattiesburg, MS | May 2015 - June 2015

- Evaluated results of Twitter and Instagram used for ChooseUSM campaign
- Organized design samples of University Communications
- Assisted in video concept and production using various interviews from ChooseUSM campaign