

Jenna Leedy
Gettysburg, Pennsylvania
(717)-253-8546 • jleedy122@gmail.com

EDUCATION

James Madison University, Harrisonburg, VA Expected Graduation: May 2025
Bachelor of Business Administration: Marketing
Concentration: Digital Marketing, Minor: Communication Studies
Cumulative GPA: 3.35
Dean's List: Spring and Fall Semesters 2022, Spring Semester 2024

EXPERIENCE

Destination Gettysburg, Gettysburg, Pennsylvania May 2024 – August 2024
Marketing Intern

- Developed and executed a marketing campaign for the launch of Gettysburg's new Black History Trail, contributing to a historic moment in Diversity, Equity, and Inclusion (DEI) efforts
- Created content across multiple platforms and analyzed performance, translating insights into actionable strategies to enhance overall performance
- Strengthened public relations skills by writing a press release, gaining valuable experience in media relations
- Utilized marketing tools such as Hootsuite, Google Analytics, and Bandwango to track campaign performance and optimize results

Gettysburg Area Dollars for Scholars, Gettysburg, Pennsylvania October 2023 – May 2024
Social Media Marketing Intern

- Developed engaging and relevant content across various social media platforms to increase visibility and engagement
- Actively engaged in self-learning and professional development, staying updated with the latest trends, tools, and best practices in social media marketing

CAMPUS INVOLVEMENT

Alpha Sigma Tau, Psi Chapter, James Madison University September 2022 – Present
Sister, 2023 Director of Visual Identity

- Shot and edited engaging, and on trend videos for the sorority's Tik Tok account
- Organized video shoots to capture organic and professional content for videos shown during formal recruitment
- Worked closely with the marketing team to practice delegation, communication, and teamwork skills

Women In Business, James Madison University September 2021 – Present
Club Member

- Multitask and maintain consistent positive attitude working with a diverse group of women
- Utilize strong interpersonal skills to develop transferable skills for outside industries

RELEVANT COURSEWORK

Integrated Marketing Communications, Social Media Marketing, Marketing Analytics, Services Marketing, Integrated Business Marketing, Professional Selling, Consumer Behavior, Introduction to Public Relations