



JENNA SOULES

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<https://jes2147.wixsite.com/website>

EDUCATION

BACHELOR'S OF SCIENCE INTEGRATED PUBLIC RELATIONS & ADVERTISING

University of South Florida

- 3.8 GPA
- Kappa Tau Alpha Honor Society

RELEVANT COURSE WORK

- Advanced Public Relations Campaigns
- Public Relations Issues and Practices
- Writing for Public Relations
- Advertising Strategy
- Integrated Social Media
- Advertising Creativity

SKILLS

- Strategic planning
- Media relations
- Campaign creation
- Client relationship management
- Content creation
- Social media monitoring
- Data analysis/reporting
- Crisis communications
- Event coordination
- Community outreach

REFERENCES

Available upon request

SUMMARY

Driven public relations professional with a background in integrated PR and advertising, skilled in designing and implementing strategic campaigns that excel in growing brand recognition and visibility for clients. Delivers measurable results, including boosting engagement and securing high-profile media placements across diverse industries. Passionate about community-focused organizations, with expertise in media relations, social media management, and content creation for both nonprofit and for-profit clients.

EXPERIENCE

PUBLIC RELATIONS ACCOUNT COORDINATOR

National Strategies Public Relations | October 2023 - June 2024

- Worked with a team to create diverse media lists to optimize national coverage of client stories through daily pitches resulting in a monthly average of 5 media placements per client, exceeding KPIs.
- Developed and implemented strategic social media campaigns in line with multimedia strategies for 8 individual clients, resulting in over 30% increase in engagements on Facebook, Instagram, X, and LinkedIn.
- Composed and edited 16 blog articles per month for nonprofit and for-profit clients, increasing SEO/website traffic and establishing credibility of clients as thought leaders in their respective industries.
- Led copywriting and HTML email design for 4 separate client monthly newsletters, increasing subscriber lists by 23% and maintaining an open rate of over 25%.
- Led a group of women professionals in the behavioral health industry.
- Co-hosted a podcast on the fundamentals of modern PR strategies.

RETAIL SALES STORE MANAGER

Steepologie Teas | May 2022 - August 2023

- Optimized customer experiences through enacting customer education sales techniques, resulting in a 45% increase in sales and a 20% increase in return customers and rewards program enrollment.
- Maintained an monthly average of over \$30,000 in personal sales while leading team training exercises on historical and cultural tea practices, merchandise handling, and sales techniques.
- Developed an organizational system for managing merchandise, resulting in more accurate store records and an 85% decrease in product loss.
- Cultivated strong administrative relationships, ensuring seamless operations during high traffic seasons and effective lines of communication within the leadership team.

SALES FLOOR ASSOCIATE

Ann Taylor LOFT | October 2021 - May 2022

- Provided excellent customer service as a stylist through knowledgeable recommendations and fitting room assistance.
- Achieved 1st place ranking in store credit card enrollment competition.
- Implemented an online order fulfillment program that increased store sales exponentially.
- Created a welcoming store environment through display design and maintained a clean atmosphere for customers to enjoy.