

Jenna Vander Waal

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EDUCATION

Bachelor of Arts Degree

Graduated May 2025

University of Sioux Falls, Sioux Falls, SD

Majors: English-Writing, Media Studies, and Spanish

Concentration: Social Media Marketing

GPA: 3.943/4.000

Summa Cum Laude

Dean's List: Fall 2021, Spring 2022, Fall 2022, Spring 2023, Fall 2023, Spring 2024, Fall 2024, Spring 2025

PROFESSIONAL EXPERIENCE

Communications Intern

June 2024 – August 2024

City of Sioux Center, Sioux Center, IA

- Worked alongside the communications department to provide information, videos, photos, and social media blasts for updates on road construction and other projects in the city.
- Published a press release for the Summer Recreation and Art Programs highlighting various classes and activities.
- Designed infographics to display information regarding municipal utilities for the Customer Appreciation BBQ event.

Marketing Translator

January 2025 – April 2025

Aly Textiles, Otavalo, Ecuador

- Researched the textile industry in Otavalo, Ecuador to understand the best marketing practices for the industry.
- Developed a marketing brochure by translating their Spanish brochure to English and shifting the message to cater to their largest customer base, tourists from the United States.
- Presented the research and brochure to the owner and gave insights on how to reach the U.S. market.

Social Media Marketing Intern

February 2024 – May 2024

Stukent, Remote

- Scheduled posts across six social media platforms for a mock bag company.
- Analyzed data about each social media platform, the company's customer-base segments, as well as the results from each week of posting to grow the company's brand and make as many conversions as possible.
- Earned the most out of the participants in the simulated internship, almost doubling the second-place winner.

Social Media Manager

February 2019 – Current

Jenna Michal: A Writer's Journal, Remote

- Creates photos, videos, graphic designs, and written content such as book reviews and recommendations.
 - Edits photos, videos, and designs to create a consistent and cohesive look.
 - Schedules content across social media platforms using Buffer and analyzes social media analytics to understand what content performs well.
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OTHER EXPERIENCE

Front Desk

May 2025 – Current

Econo Lodge by Choice Hotels, Sioux Center, IA

- Checks guests in and out and informs them of the hotel's amenities.
- Sets up and takes down breakfast, folds laundry, and cleans.
- Communicates with the front desk team and housekeepers to create an enjoyable experience for the guests.

Smoothie Specialist

October 2022 – May 2024

Juice Stop, Sioux Falls, SD

- Made smoothies for customers according to their specifications.
- Handled the cash register and provided customers with correct change.
- Trained and collaborated with other employees to ensure efficient and positive customer experiences.

Barista

December 2021 – July 2023

Butlers Coffee and Café, Sioux Center, IA

- Made various coffees and beverages for customers based on their preferences.
- Prepared food and waited on tables efficiently to ensure customer satisfaction.
- Provided excellent customer service at the front counter cash register and drive-through.

America Reads Tutor

August 2021 – May 2022

Work-Study, Sioux Falls, SD

- Assisted in a classroom of more than 20 third graders.
- Aided students' learning in the subjects of reading, writing, and math.
- Supported struggling students so they could reach their potential.

Kennel Helper

June 2016 – July 2021

Central Veterinary Clinic, Sioux Center, IA

- Learned each dog's and cat's needs and temperaments to guarantee the best care.
- Paid attention to detail while walking, feeding, watering, and medicating dogs and cats.
- Cleaned the veterinary clinic to ensure a beneficial work environment.

CERTIFICATIONS AND PUBLICATIONS

- Google Analytics Certified, 2025 - 2026
- HubSpot Email Marketing Certified, 2024 - 2027
- Cover photo for The Vessel magazine, October 2024
- Publication in Asaph's Cow Literary Magazine of the short story "Doll" and poems "Dysgraphia" and "Drawn from Water," Spring 2022
- Northwest Iowa Reading Council Creative Writing Award Winner, 2018

SKILLS

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|----------------------------|---------------------------|-------------------|
| • Copywriting | • Social media marketing: | • Buffer |
| • Creative writing | Instagram, Facebook, | • Mailchimp |
| • Editing and proofreading | YouTube, X (Twitter), | • Canva |
| • Photography | Pinterest, TikTok | • DaVinci Resolve |
| • Videography | • Adobe Creative Cloud: | • Pixlr |
| • Graphic design | Premiere Pro, Photoshop, | • Vectr |
| • Spanish | Lightroom, After Effects, | • CapCut |
| • Email marketing | Express, InDesign, | |
| • Digital analytics | Illustrator | |