

JENN JACOBSON PASKETT

Project Manager

📞 208-949-8323

✉️ jenn.jacobsonn@gmail.com

🌐 jennjpaskett.com

EDUCATION

Brigham Young University
| 2015-2021

BACHELOR OF ARTS
COMMUNICATIONS:
ADVERTISING

Minors in Design and Business

SKILLS

Adobe Creative Suite
Social Media Strategy

Client Management

Leadership

Mailchimp

Asana, Monday.com

Google Ads & Analytics

Communication

Problem-solving

Organization

An eye for talent

INTERESTS

Volleyball

Hiking

Skiing

Tech

Harry Styles

Traveling

Arts & Crafts

EXPERIENCE

Creative Producer | VSC | June 2021 - Present

- Remotely coordinated the production of client work across different time zones and multiple countries
- Sourced talent for editing, motion graphics, and coloring on 8 separate campaigns
- Managed clients across multiple industries and verticals within the tech startup world
- Strategized organic distribution and amplification campaigns on LinkedIn, Facebook, and Instagram
- Curated an evolving network of freelance professionals to hire

Project Manager | BYU AdLab | Jan 2019 - Apr 2021

A sample of projects worked on:

MUSCLE MILK

- Organized production of 6 scenes, 4 locations, and 18 cast and crew members; managed cast, crew, locations, legal documentations, and budgeting

HUSQVARNA

- Developed and maintained a tight production schedule, with deadlines for concepting, scripts, story boards, shot lists, and shoot days

FEDERAL TRADE COMMISSION

- Conducted secondary research on identity theft to identify gaps to fill with primary research; oversaw strategy to ensure it fit the bounds of the creative brief

CLIENT WORK: Subaru, Grandpa Beck's Games, Family Search, Seminaries & Institutes, and Asher Golf

Comms. Rep | BYU Copyright Office | Feb 2020 - Apr 2021

- Managed office's social media presence, including moderating comments, curating content, ideating interactive, and sponsorship communication
- Oversaw visual projects, monthly newsletters, and event coordination