

JENNA KUPFERSCHMID

8745 Sleepy Hollow Lane, Potomac, MD 20854

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EDUCATION

University of Pittsburgh, Pittsburgh, PA

August 2020 – Present

- Major: Communications with Certificates in Digital Media and Public and Professional Writing
- GPA: 3.96
- Honors College
- Dean's List (Fall 2020, Spring 2021, Fall 2021, and Spring 2022)

EXPERIENCE

Recording Industry Association of America (RIAA), Washington, DC

June - August 2022

Communications Summer Intern

- Created marketing materials for "New Music Friday" to promote recent artistic singles and albums;
- Promoted marketing materials on social media platforms to increase website engagement;
- Conducted market research to determine recent concerts in five major cities in order to guide the use of promotion materials.

Pathfinders, University of Pittsburgh, Pittsburgh, PA

January 2021 - Present

Tour Guide

- Conduct individual and group campus tours for prospective students and their families;
- Liaison between the tour guides and the Pathfinders' officers team to facilitate and improve strategies of communication and training;
- Recruit and engage prospective students through Pathfinder social media platforms by managing team members' posts and developing unique graphics for tailored student outreach.
- Represent the University in an official capacity.

Social Media Summer Intern

May – August 2021

- Utilized marketing and communications strategies to effectively enhance the Pathfinders' organizational brand.

Recruitment, Hiring, and Training Committee Member

May – August 2021

- Developed and implemented effective strategies to enhance student recruitment, hiring, and training process within the Pathfinder organization.
- Compiled and synthesized strategies to integrate new ideas into the organization.

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Bethesda Big Train Baseball, Bethesda, MD

2013–2020

Head Mascot

- Managed, trained, and mentored student mascots;
- Created and implemented mascot training program;
- Entertained and engaged fans during games and events;
- Represented Big Train in an official capacity at community events and fundraisers.

Team Store Manager

- Managed store (only high school student given this responsibility);
- Marketed team merchandise.

HONORS

Phi Eta Sigma National Honor Society 2021

John Ourisman Honor Roll for Community Service 2019

National Field Hockey Coaches Association Scholar of Distinction 2018

State of Maryland's Department of Education Certificate of Meritorious Service Award 2016