

# JENNA-LEE NEFF

JOURNALIST, PHOTOGRAPHER, SOCIAL MEDIA  
MANAGER AND PR PROFESSIONAL

## EXPERIENCE

### Independent Writer, Photographer, Social Media Manager and PR Consultant

Various Publications, Clients and Projects  
August 2017 - Current

- **Writing:** Responsible for crafting quality pieces for local, regional and national print and online outlets. Published work includes: Arizona Health & Living, The Arizona Republic, Jewish News, Queen Creek Independent, Eculeus Group Publishing, MyLocalNews, Hawaii Health and Living, Solstice News, Cult Crease, and more.
- **Photography and Video:** I have photography featured by the Arizona Republic and Frontdoors Media. I have completed photography and video projects for various clients including informational and promotional material.
- **Social Media Manager:** I produce and publish content and communications for use on social media, presently and in the past for: Real Estate by CeCe Vance, Swank Salon, Advanced Image Med Spa, 2nd Time Parenting, Michael Lausell for State Senate, Arizona Health and Living magazine, Pine Meadow Angus and Missing in Missouri. I execute and measure digital campaigns and make strategic recommendations. I conduct audience research, create SEO reports, analyze site and social content performance and generate monthly progress reports to share with clients.
- **Public Relations:** Responsible for public relations activities for a variety of clients, including Advanced Image Med Spa, Pride and Joy Foundation, Knoodle Agency, 2nd Time Parenting, Sojourner Center, Michael Lausell for State Senate, Pine Meadow Angus and Missing in Missouri. Responsible for a variety of duties, including: creating a comprehensive PR campaign, drafting press releases, pitches, blogs and other collateral, maintaining media lists, pitching the media, client and media communication, designing infographics and other design collateral, and more.



## CONTACT



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## EDUCATION

### Arizona State University | 2016-2019

B.A. Journalism and Mass Communication

### Jefferson College | 2009 - 2012

A.A. Culinary Arts

## MEMBERSHIPS

- National Press Photographers Association - 2017 - Current
- Society of Professional Journalists - 2019 - Current
- Public Relations Society of America - 2019 - 2020

## SKILLSET

- Writing and reporting
- Creating and managing digital campaigns
- Networking and maintaining relationships
- Canon Rebel T5 operation
- Adobe Creative Suite

### **Social & Digital Media Coordinator**

August 2020 – Current

Duet: Partners In Health & Aging

- I conduct interviews and write articles for publication internally and externally, including Duet's social media channels, newsletters, and the website.
- I ensure all content is on-brand and consistent in style, quality and tone of voice.
- I create, execute, and report on social media and Google Ads campaigns and strategies increase visibility and engage community members.
- I take high quality photos and video to share on social media and use as marketing collateral.

### **Communications Intern**

August 2018 – April 2019

Duet: Partners In Health & Aging

- I conducted interviews and wrote articles for publication internally and in local media outlets.
- I ensured all content was on-brand and consistent in style, quality and tone of voice.
- I produced written and visual communications to be shared across Duet's social media platforms to increase visibility and engage community members.
- I generated a monthly digital audience report and other miscellaneous reports as needed.
- I took high quality photos at events and classes to share on social media and marketing collateral.

### **Digital Marketing Specialist**

January 2019 – April 2019

ASU - Digital Audience Professional Program

- I executed and measured digital campaigns and made strategic recommendations to affiliate clients of ASU: Arizona PBS, Arizona PBS Nova, Slate.com Future Tense, Global Sport Matters, Issues in Science and Technology, and Creative Nonfiction
- I conducted audience research and create SEO reports using a variety of tools including Google Analytics and Advanced Web Ranking.
- I analyzed site and social content and performance to suggest and created digital campaigns as well as generated monthly reports to share with clients.
- I produced and published communications to be shared across client social media platforms.

### **Media Relations Officer**

July 2018 – September 2018

Michael Lausell for State Senate

- I produced and published communications to be used on social media and press releases.
- I managed social media content for the campaign on Facebook and Twitter and updated the website content for all campaign activities.

### **Campus Life Reporter**

September 2017 – December 2017

ASU - The State Press

- I conducted interviews, assembled and wrote articles for publication on StatePress.com.

**Work samples and references available upon request.**