

# Jennifer Cerna

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## EXECUTIVE SUMMARY

I am a high achieving marketing and sales University of Central Florida alumni with a passion for building relationships and presenting value. I have experience from a rigorous sales program, client-based agency and customer-facing companies. I am a trusted advisor with a counselor mindset and developer of genuine connections recognized for my strong work ethic and innovative approaches.

## QUALIFICATIONS

- ❖ Knowledge of branding, content marketing, web design, social media, and digital marketing
- ❖ Proficient knowledge of the Microsoft Office Suite, Adobe Creative Cloud, and various social media platforms
- ❖ Excellent organizational, project and time management skills
- ❖ Ability to manage a high volume of work and to bounce between different priorities and multi-task effectively
- ❖ Strong communication, presentation, and analytical skills
- ❖ Ability to work individually or in a team setting and to direct and manage others
- ❖ Very strong relationship building and personal interaction skills

## SPECIAL PROGRAMS

### Professional Selling Program, *Member*

January 2019 – December 2019

- ❖ The Professional Selling Program at UCF is a prestigious, specialized program that is designed to prepare an exclusive group of no more than 35 exceptional students a year to become future sales leaders. This program is at the forefront in preparing students for successful careers in the competitive job market through rigorous sales training and preparation during the one-year duration. Additionally, students are paired and collaborate with mentors, who are professionals and executives in their fields, who exposes the students to the latest sales practices and techniques used today.

## PROFESSIONAL EXPERIENCE

### Freelance in association with Orlando Medical News, *Digital Marketing* – Orlando, FL

Jan 2020 - Present

- ❖ Building strong relationships with clients to understand and develop materials to address business problems and opportunities
- ❖ Developing strategy, content, and branding for websites, social media, and other marketing efforts
- ❖ Collaborating with executives across different industries to effectively complete a variety of projects

### Orlando Medical News, *Social Media Marketing Intern* – Orlando, FL

May 2019 – August 2019

- ❖ Created social media posts and additional digital collateral for the website
- ❖ Assisted with the execution of social media calendars and content
- ❖ Brainstormed, generated ideas and conducted market research for improving the website and social media interactions

### Push, Inc., *Account Management and Strategy Intern* – Orlando, FL

May 2019 – June 2019

- ❖ Worked closely with Account Executives and Account Supervisors to assist in day-to-day tasks of the department
- ❖ Worked with members of the Account Management department to reach team goals and complete client projects
- ❖ Conducted Internet research for clients related to advertising, media and public relations

## EDUCATION

### University of Central Florida, Orlando, FL

December 2019

Bachelor of Science in Business Administration, Marketing  
Emphasis: Professional Selling | Minor: Film – Cinema Studies  
Cumulative GPA: 3.61

**Certifications:** Adobe Photoshop, InDesign, Illustrator,  
Google Analytics, HubSpot Inbound Marketing  
**Languages:** Fluent in English and Spanish

## LEADERSHIP EXPERIENCE AND ACTIVITIES

### American Marketing Association at UCF, *Vice President of Membership*

August 2019 – December 2019

- ❖ Assisted the president and VP in their initiatives, execution of logistics, and spearheaded the email marketing campaigns

### Digital Media Marketing, *Group Project Leader*

August 2018 – December 2018

- ❖ Created social media and website content and strategy to achieve our marketing goals for our product

## AFFILIATIONS

- ❖ American Marketing Association at UCF, *Vice President of Membership*
- ❖ The National Society of Leadership and Success, *Inducted Member*
- ❖ CEO Knights, *Member*
- ❖ College of Business Dean's List, *Member*

Fall 2017 – December 2019  
Spring 2017 – December 2019  
Fall 2018 – December 2019  
Spring 2016 – December 2019