



Jen Schwetje

2557 Poplar St.
Halifax, N.S. B3L 2Y9

902.452.1777
jenschwetje@gmail.com
jenschwetje.com

HIGHLIGHTS

Creative
Positive and motivated
Flexible and adaptable
Problem solver

SKILLS

Facebook (advanced)
Twitter (advanced)
Instagram (advanced)
Hootsuite (intermediate)
WordPress (intermediate)
Google Analytics (beginner)

Word (advanced)
Outlook (advanced)
PowerPoint (advanced)
Excel (intermediate)

InDesign (advanced)
Photoshop (intermediate)
Illustrator (beginner)

Canva (advanced)
Piktochart (advanced)
Survey Monkey (advanced)
MailChimp (intermediate)

EDUCATION

2018 Advanced Diploma in Public Relations
NSCC, Dartmouth, N.S.

2012 Bachelor of Science in Applied Animal Biology
UBC, Vancouver, B.C.

WRITING and RESEARCH

- Wrote grad profiles for Dalhousie University
- Penned feature stories and articles for the NOW Newsletter at NSCC Ivany Campus
- Collaborated on a media relations reference manual for the Legal Information Society of Nova Scotia
- Composed fact sheets as part of a media kit prepared for Shelter Nova Scotia
- Created a communications plan for It's More Than Buses, Halifax N.S.
- Monitored email as member of the NSCC PR Portfolio Showcase Communications Committee
- Prepared press releases, media pitches and briefing notes for class assignments at NSCC

SOCIAL MEDIA

- Prepared digital graphics and written content for Dalhousie Libraries' Facebook, Twitter and Instagram accounts
- Created a social media calendar for seasonal and reoccurring posts for Dalhousie Libraries
- Contributed to the Special Olympic Gala 2018 trending as a member of the social media team
- Prepared the tempting daily doughnut posts for Instagram at Scanway Bakery and Café
- Increased following for Facebook and Twitter accounts at Vancouver Film School Café

TEAMWORK and LEADERSHIP

- Instructed Dalhousie Libraries staff how to create and edit signage using Piktochart
- Worked in multiple teams on research and planning projects for local clients as part of NSCC curriculum
- Built meaningful relationships with clientele and liaised with kitchen and office staff to efficiently problem-solve and ensure customer satisfaction at Scanway Bakery & Café
- Managed and trained front of house staff at Scanway Bakery & Café to prepare food and drink to standards and provide exceptional customer service
- Helped run in-house catering café at Vancouver Film School which regularly catered up to five events for 200 people each in one day with a small but capable team



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DESIGN

- Prepared rack cards, tri-fold brochures, newsletter layouts, and pop-up banners for Dalhousie Libraries
- Created signage templates to be used in all Dalhousie Libraries locations
- Photographed and edited digital images as part of NSCC curriculum
- Designed informational pamphlets for Scanway Bakery and Café to improve product awareness

EMPLOYMENT HISTORY

2018	Communications Assistant (work-term position) Dalhousie Libraries, Halifax, N.S.
2015-2017	Manager/Barista Scanway Bakery & Café, Halifax, N.S.
2013-2015	Food Services and Events/Café Social Media Lead Vancouver Film School, Vancouver, B.C.
1985-2012	Sales Clerk, Office Assistant, Farm Hand Mariposa Orchards Ltd., Keremeos, B.C.
2000-2005	Shift Supervisor Starbucks Coffee, Vancouver, B.C.

VOLUNTEER HISTORY

2018	Halifax Fringe Box office
2018	Sick Boy Podcast Sick Wish Gala Event support
2018	Special Olympics Gala Social media maven
2017	Port Festival of Wines Raffle sales
2016-2017	Writers' Federation of Nova Scotia Workshop registration
2015	Atlantic Canadian Beer Awards Steward

Portfolio and references available upon request