

JENNIFER SCHWETJE

SKILLS

Word	Facebook	Piktochart
Outlook	Twitter	Survey Monkey
PowerPoint	Instagram	MailChimp
Excel	Hootsuite	
InDesign	WordPress	Digital photography
Photoshop	Google Analytics	PR writing
Illustrator	Canva	Speech writing

EDUCATION

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

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

EXPERIENCE

Director of Social Media, IABC Maritime Canada, June 2019-present

- Working together with the communications and marketing team to promote local and national IABC events and resources on Facebook, Twitter and LinkedIn.

Freelance Writer, Dalhousie University, Halifax, N.S., May 2018-present

- Interviewed graduates and composed feature profiles for Dal.ca.

Communications Assistant (work term placement), Dalhousie University Libraries, Halifax, N.S., April-June 2018

- Interviewed and wrote profiles about student library employees for Dal Libraries blog.
- Designed informational rack cards, pamphlets, newsletters, signage and digital graphics for social media posts using InDesign.
- Penned a series of Twitter and Facebook posts for #DoorsOpenHfx.
- Prepared a social media calendar in MS Outlook with set reminders for seasonal and reoccurring posts.
- Demonstrated to staff how to create and edit signage using Piktochart.

Public Relations Student (community assignments), Nova Scotia Community College, Dartmouth, N.S., Sep. 2017-April 2018

It's More Than Buses, Halifax N.S.

- Researched and put together a communications plan for a public transit advocacy group. Focus was on increasing membership and generating awareness.

Shelter Nova Scotia, Halifax, N.S.

- Worked in a group to prepare media kit components including fact sheets, backgrounders, press releases and personnel profiles.
- Recorded a sample podcast episode about the benefits of practicing gratitude.

Legal Information Society of Nova Scotia, Halifax, N.S.

- Collaborated as a team to prepare a comprehensive media training guide. This interactive PDF is now part of the training materials LISNS gives to their new volunteers.

Jacquelyn's Child Care, Dartmouth, N.S.

- Designed and wrote copy for a colourful marketing brochure to attract new clients.

Manager/Barista, Scanway Cafe, Halifax, N.S., Nov. 2015-Sep. 2017

- Prepared daily posts for Instagram and Twitter.
- Built meaningful relationships with clientele and liaised with kitchen and office staff to efficiently problem-solve and ensure customer satisfaction.

Food Services and Events Staff/Social Media Lead, Vancouver Film School Cafe, Vancouver, B.C., March 2013-June 2015

- Revived the cafe's stagnant Twitter and Facebook accounts, increased following and encouraged student engagement.
- Worked together with faculty and administration to assist with grad and special event planning.

Sales Clerk, Office Assistant, Farm Hand, Mariposa Orchards Ltd., Keremeos, B.C., March 1985-Oct. 2012

- Designed signage, merchandised produce and built relationships with vendors and travelling customers who came back to visit us every summer.

Shift Supervisor, Starbucks, Vancouver, B.C., Nov. 2000-July 2005

- Ran shifts of up to six people at a time, trained new staff and maintained a comfortable atmosphere for excessive caffeine consumption.

VOLUNTEER HISTORY

Big Spruce Brewing Home Brew Challenge, steward, 2018

Fusion Halifax Speed Networking, event planning committee, 2018

Port Festival of Wines, raffle sales, wine pourer, 2017- 2018

Halifax Fringe, box office, 2018

Sick Boy Podcast Sick Wish Gala, event support, 2018

Special Olympics Gala, social media maven, 2018

Writers' Federation of Nova Scotia, workshop registration, 2016-2017

Atlantic Canadian Beer Awards, steward, 2015

References available upon request.