

Jaren A. Wilson

Milwaukee, WI | [LinkedIn](#) | [Portfolio](#)

Summary

Entry-level public relations and communications graduate with BVK agency experience and paid freelance nonprofit PR in media outreach, press releases, social strategy, and client research. Moms Mental Health Initiative implemented three of my social audit recommendations, Teens Grow Greens hired me after the internship to run media relations for Changemaker 2025, and a travel post I drafted for Ocean City, Maryland was published on ococean.com.

Skills

Public Relations & Media Relations: Media pitches, press releases, media alerts, media list building, journalist and outlet research, outreach tracking | Social Media & Content: Social copy, editorial calendars, social media audits, peer benchmarking, blog and long-form copy, brand voice adaptation across clients | Research & Measurement: Nielsen ad spend analysis, MRI Simmons, SPSS, competitive research, insights reporting | Design & Tools: Adobe Illustrator, InDesign, Photoshop, Premiere Pro, Canva, Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), Google Workspace, Google Analytics, HubSpot, Semrush, ChatGPT, Claude

Education

Marquette University | Milwaukee, WI

Bachelor of Arts in Advertising | May 2026

Minor: Marketing | Magna Cum Laude, Dean's List 2022 - 2026

Certifications

HubSpot Academy Inbound Marketing Certification (October 2024, valid through November 2026) | Google Analytics Certification (December 2024) | Semrush Academy SEO Principles (2024)

Experience

BVK | Milwaukee, WI

Media Intern | June 2025 - August 2025

- Audited social media for four nonprofit clients, Future Urban Leaders, Moms Mental Health Initiative, Teens Grow Greens, and Milwaukee Public Schools, benchmarked four peer nonprofits, and presented findings and recommendations directly to client teams. Moms Mental Health Initiative implemented three recommendations, including linking their social accounts to their website to close an awareness gap
- Built a media list of more than 25 outlets, the pitch, and press releases for the Future Urban Leaders campaign and developed a donor-focused social strategy, including alumni takeovers to show program impact, then co-presented the 41-slide campaign deck to 30+ client and agency staff
- Drafted a travel itinerary blog post in the client brand voice for the Ocean City, Maryland tourism account, published on ococean.com in August 2025, and built editorial calendars and targeted media lists across client accounts
- Conducted a competitive media market analysis for Michigan State University using Nielsen ad spend data and reported findings and insights to the account team

Teens Grow Greens | Milwaukee, WI

Freelance Public Relations | September 2025 - November 2025

- Retained and paid by a nonprofit client from the BVK internship to lead media relations for their Changemaker 2025 event, owning the project from media list through distribution
- Wrote and distributed a press release and media alert to more than 25 local news outlets, adapting the client voice for each format

- Researched which local journalists and community writers had covered similar stories and pitched them directly
- Expanded the media list built during the internship and tracked each outlet contacted and its response

Marquette Athletics | Milwaukee, WI

Marketing and Digital Intern | August 2023 - May 2026

- Designed game-day graphics, video board graphics, season ticket promotions, Instagram stories, senior spotlights, and printed materials in Adobe Illustrator, InDesign, and Photoshop for five varsity programs: men's basketball, women's basketball, volleyball, lacrosse, and track and field
- Captured photo and video at more than 100 games and events and posted more than 100 uploads to the @muathletics Instagram account, which reaches 15,000 followers
- Supported game-day operations from setup through in-game marketing initiatives to breakdown, including producing marketing table rosters for women's basketball games against Seton Hall and Villanova
- Researched promotional strategies at peer institutions and presented findings and recommendations to supervisors

Upward Bound Pre-College Program | Milwaukee, WI

Office Assistant and Social Media Intern | February 2023 - May 2026

- Designed the program's new logo and created Facebook content to grow awareness among students, parents, and partner high schools
- Produced outreach materials used by counselors on high school recruitment visits
- Prepared agendas, packets, and presentation materials for staff meetings
- Maintained program files and participant records in the tracking system and served as first point of contact for students, parents, and counselors by phone and in person

Online Resale | Naperville, IL

Owner and Operator | 2019 - Present

- Run an independent eBay retail shop with 109 items sold and a 100% positive feedback rating across 86 reviews, writing product listings and handling pricing, fulfillment, and customer communication
- Operated the business continuously for seven years, handling every part of it independently

Selected Projects

- Trident Gum Media Plan: Built a full media plan from MRI Simmons crosstabs, defining a women 25 to 34 metro target, persona, insights, LinkedIn-led tactics, and a four-month flow chart
- Diffraction Campaign (Capstone): Media Planner on a seven-person team, owning platform strategy and a \$5M budget allocation across digital, out-of-home, streaming, and podcast in three markets. Media placements singled out as a strength by a panel of industry judges
- Colectivo Coffee Social Media Audit: Audited the brand's social channels and presented findings and recommendations in a 17-slide deck
- Party City Campaign: Strategy built on SWOT analysis with a new Party City Express service concept, creative brief, and campaign deck
- V8+Energy Campaign: Wrote the creative brief and designed print and billboard ads in InDesign and Photoshop
- Red Bull Drink Mix Study: Designed and fielded a survey on college students' habits and perceptions and analyzed results in SPSS
- Calypso Consulting Competition: Led content strategy and calendar planning from brand guidelines into a structured recommendation
- Strategic Communication Design (ADPR 3200): Colectivo Coffee brochure, magazine article layouts, and a seasonal Pumpkin Spice campaign in InDesign