

jennifer cosentino

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ADVERTISING EXPERIENCE

ACCOUNT EXECUTIVE

St. Andrew's Episcopal Church - Stillwater, OK
August 2012 - December 2012

- Liaison between client and team
- Scheduled meetings, oversaw timelines and supervised budgets
- Managed and developed client presentations

ACCOUNT SERVICE INTERN

Moroch Partners - Dallas, TX
May 2012 - August 2012

- Collaborated with the McDonalds, Oasis Brands and DFW International Airport teams
- Conducted competitive research, created promotional ideas and assisted with competitive decks
- Compiled status documents and creative briefs for Oasis Brands client meetings
- Assisted the Public Relations team by monitoring traditional media news outlets

ASSISTANT CREATIVE MANAGER

National Student Advertising Competition - Stillwater, OK
September 2011 - May 2012

- Researched Nissan and competitors to create a campaign tailored to the target
- Managed and developed the creative concept and design for the campaign
- Contributed to the team to develop a \$100 million integrated marketing campaign

COMMUNICATION EXPERIENCE

PROMOTIONS DIRECTOR

Color Jam 2012 - Stillwater, OK
September 2012 - December 2012

- Organized multiple promotional booths to bring in 300 guests to the concert
- Recruited five local businesses to sponsor promotional events
- Hired and managed a team of 24 volunteers

ASSISTANT EVENT COORDINATOR

Color Jam 2012 - Stillwater, OK
September 2012 - December 2012

- Planned and organized the layout of the concert venue
- Developed a timeline of meetings and events for a five-month period

PROMOTIONS DIRECTOR

CLA Music Festival 2012 - Stillwater, OK
November 2011 - February 2012

- Developed a variety of promotional tactics to bring in 500 guests
- Encouraged multiple campus organizations to assist with promotions

PROFESSIONAL ORGANIZATIONS

- OSU American Advertising Federation Ad Club Member
Aug. 2009 - Present
- Public Relations Student Society of America
May 2009 - Aug. 2010

EDUCATION

Oklahoma State University
B.S. in Strategic Communications
Emphasis in Advertising
Graduated: December 2012

STUDY ABROAD

Regents College - London, England
International Advertising & Public
Relations
July 2012

HONORS

Dean's Honor Roll
2011
NSAC Outstanding Member
May 2011 - Aug. 2012

SKILLS

Photoshop cs5
Illustrator cs5
InDesign cs5
Microsoft Office Suite

LEADERSHIP

AMBASSADOR:

OSU School of
Media & Strategic
Communications
August 2011 - Present

TREASURER:

OSU Advertising Club
August 2011 - May 2011

TREASURER:

OSU's The Association
of Women in
Communications
August 2011 - May 2011

REFERENCES

SARAH DUNCAN

Account Executive
Moroch Partners
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