

Jaren A. Wilson

Milwaukee, WI | jarenwilson.com

Education

Marquette University, Milwaukee, WI

Bachelor of Arts in Advertising, Minor in Marketing | Expected May 2026 | GPA: 3.7/4.0

Honors: Diederich College of Communication Dean Scholars (Fall 2024), Dean's List (Fall 2022 – Spring 2025)

Experience

BVK, Milwaukee, WI

Media Intern | Jun 2025 – Aug 2025

- Conducted competitive ad spend analyses using Nielsen to support paid media planning
- Performed social media audits for nonprofit clients; developed recommendations and drafted mock-up content to improve engagement
- Built media lists, drafted client travel blogs, and created pitching calendars to strengthen PR outreach

Marquette University Marketing Office, Milwaukee, WI

Athletic Marketing Intern | Aug 2023 – Present

- Design graphics for advertising Marquette sporting events across digital platforms
- Conduct competitive research on promotional strategies at peer institutions and presented findings to supervisors
- Support event preparation through administrative tasks and on-site assistance

Digital & Event Staff Intern | Aug 2023 – Present

- Capture photo and video content for the Marquette Athletics Instagram page
- Assist with event setup/breakdown and promoted in-game marketing initiatives

Upward Bound Program, Milwaukee, WI

Social Media Intern | Feb 2023 – Aug 2023

- Designed a new program logo and created engaging Facebook content to grow awareness
- Produced visually compelling flyers for counselors' high school visits

Skills

- **Design:** Adobe Illustrator, InDesign, Photoshop, Premiere Pro (Intermediate–Advanced)
- **Marketing:** Nielsen Ad Spend Analysis, Social Media Auditing
- **Data:** SPSS Data Analytics, MRI Simmons

Leadership & Activities

- Assistant Coach, Marquette Intramural Men's Basketball (2023 Season)
- Ad Club Member (2024 – Present)
- Leadership Initiative: Mentee & Mentee Leader (2017 – 2022); Book Scholarship Award Recipient (2022–2023)
- Volunteer, Feed My Starving Children (2017–2019)
- Online Resale: Managed eBay retail shop, leveraging market research and product photography to drive sales (2019–Present)