

Jaren A. Wilson

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## 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 - Fall 2025)

## Experience

### Teens Grow Greens, Milwaukee, WI

*Freelance Public Relations* | Sept 2025 – Nov 2025

- Draft and distribute media releases and media alerts to local news outlets, securing coverage from community reporters and writers
- Maintain and expand media contact lists developed during BVK internship to strengthen nonprofit visibility
- Support promotional strategy and storytelling for a Milwaukee-based nonprofit empowering youth through leadership and growth programs

### 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 promote 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: Manage an eBay retail shop using the eBay app; analyze Google Trends to source trending products and optimize listings through photography and pricing (2019–Present)