Jaren A. Wilson

Naperville, IL | Willing to relocate | LinkedIn | Portfolio

Education

Marquette University | Milwaukee, WI
Bachelor of Arts in Advertising | Magna Cum Laude | May 2026
Minor: Marketing

Summary

Brand strategy and strategic planning professional with experience across audience research, media strategy, campaign development, digital content, and public relations. Three years across agency, collegiate athletics, and nonprofit accounts translating research into recommendations, developing media plans, and creating audience-focused content, with client recommendations put into practice.

Skills

Strategy & Research: Audience research, brand strategy, media planning, competitive and peer benchmarking, MRI Simmons, Nielsen ad spend analysis, Qualtrics, SPSS, Google Trends, survey and interview design
Campaigns & Content: Creative briefs, campaign development, social media audits, content and pitching calendars, KPI definition, copywriting, brand voice adaptation
Public Relations: Media pitches, press releases, media alerts, media list building, journalist and outlet research, outreach tracking
Design & Tools: Adobe Illustrator, InDesign, Photoshop, Premiere Pro, Canva, Microsoft Office Suite, Google Workspace, Google Analytics, HubSpot, Semrush, ChatGPT, Claude

Certifications

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

Selected Projects

- Diffraction Campaign (Capstone): Media planner on a seven-person team, running MRI Simmons Catalyst queries for the audience work and developing media recommendations within a $5M budget across three markets, with placements singled out by industry judges
- 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
- Red Bull Drink Mix Study: Two-phase study on college students, nine 20-minute semi-structured interviews and focus groups with recorded transcripts and coded themes, then built and fielded the survey in Qualtrics and analyzed results in SPSS. Recommended against launching the product because the research was not strong enough to support it
- Party City Campaign: Brand perception research and SWOT analysis built into a new Party City Express service concept, creative brief, and campaign deck
- Calypso Consulting Competition: Led content strategy and calendar planning, turning brand guidelines into a structured recommendation
- Colectivo Coffee Social Media Audit: Audited the brand's social channels and presented findings and recommendations in a 17-slide deck
- V8+Energy Campaign: Wrote the creative brief and designed print and billboard ads in InDesign and Photoshop
- Strategic Communication Design (ADPR 3200): Colectivo Coffee brochure, magazine layouts, and a seasonal Pumpkin Spice campaign in InDesign

Experience

BVK | Milwaukee, WI
Media Intern | June 2025 - August 2025

- Audited social media for four nonprofit clients including 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
- Conducted a competitive media market analysis for Florida State University using Nielsen ad spend data and reported findings and insights to the account team
- Developed a donor-focused social strategy featuring alumni takeovers for Future Urban Leaders and co-presented the 41-slide campaign deck to 30+ client and agency staff
- Built content calendars mapping each post to its target audience and timing, with KPIs defined for tracking, plus pitching calendars and targeted media lists across client accounts
- Built a 25+ outlet media list and drafted the campaign pitch and press releases for Future Urban Leaders
- 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

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 100+ games and events and posted 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, lacrosse, and soccer games
- Selected as part of the team coordinating assigned players across multiple stations during annual, full-day men's basketball media day, tracking their schedules and communicating handoffs to staff to keep transitions on time
- Benchmarked peer institutions' promotional and in-app tactics and presented recommendations to supervisors, with formats adopted for game-day promotions

Upward Bound Pre-College Program | Milwaukee, WI
Office Assistant and Social Media Intern | February 2023 - May 2026

- Designed the program's new logo and produced outreach materials used by counselors on high school recruitment visits
- Trained incoming office assistants on office procedures and how to keep program materials organized
- Prepared agendas and packets for staff meetings and maintained program files and records
- Served as first point of contact for students, parents, and counselors by phone and in person

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 25+ local news outlets, adapting the client voice for each format
- Researched which local journalists and community writers had covered similar stories, pitched Milwaukee outlets directly, and booked a news interview segment for the Changemaker event
- Expanded the media list built during the internship and tracked each outlet contacted and its response

Online Resale | Naperville, IL
Owner and Operator | 2019 - Present

- Operate an independent eBay retail shop since 2019, handling listings, pricing, fulfillment, and customer communication, with 109 items sold and a 100% positive feedback rating across 86 reviews
- Research demand with Google Trends to identify which products are gaining interest and when, then source and price inventory against what the data shows