

# Jess Lonett

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## Education

### James Madison University - Harrisonburg, VA

August 2005 - May 2010

Bachelor of Science Degree in Media Arts and Design

Bachelor of Business Administration Degree in Marketing

## Experience

### WXJM 88.7 FM

#### *Head of Publicity*

September 2008 - May 2010

- Managed a team of three members
- Delegated and oversaw promotional activities for the radio station

#### *Publicity Crew*

September 2007 - September 2008

- Designed promotional materials
- Increased awareness of the radio station and its sponsored events

#### *DJ*

September 2007 - May 2010

- Selected music that complied with FCC regulations to play on air weekly
- Demonstrated knowledge and use of sound board and studio equipment

### James Madison University Orientation

#### *Orientation Peer Advisor*

February 2009 - September 2009

- Worked on a team of 25 peers to develop and implement orientation programs
- Participated in the recruitment, selection, and training of 250 peer leaders

#### *First Year Orientation Guide*

August 2008

- Led a group of 36 students with a partner during a week long orientation
- Facilitated group discussions and activities for students

### Disney College Program

#### *Campus Representative - James Madison University*

September 2007 - May 2010

- Assembled a comprehensive marketing plan and implemented its tactics
- Partnered with Walt Disney World College Recruiting to motivate students to attend live presentations held twice a semester

#### *Fantasyland Merchandise - Walt Disney World Resort - Orlando, FL*

January 2007 - May 2007

- Engaged guests in conversation and provided information on the Walt Disney Resort
- Maintained high customer service standards

## Computer Skills

#### *Adobe Creative Suite*

- Photoshop, Illustrator, InDesign, Dreamweaver, Flash

#### *Microsoft Office*

- Word, Excel, Powerpoint, Access

#### *Other areas of interest*

- HTML, CSS, ActionScript
- Blogging, Social Media, Search Engine Optimization
- Content Management System: WordPress