

Jess Lonett

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www.jesslonett.com

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

Clear Channel Radio - Harrisonburg, VA

Sales Assistant

August 2010 - Present

- Coordinated materials from the sales department with on-air programming for all six radio stations
- Developed web content for the stations six websites including banner ads and contesting pages
- Organized materials for online auction featuring over 100 items
- Prepared materials for sales staff to present to clients

WXJM 88.7 FM - Harrisonburg, VA

Head of Publicity and Webmaster

September 2008 - May 2010

- Managed a team of three members
- Delegated and oversaw promotional activities for the radio station
- Maintained the stations website
- Utilized Facebook and Twitter to promote events

Publicity Crew

September 2007 - September 2008

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

James Madison University Orientation

Orientation Peer Advisor

February 2009 - September 2009

- Worked on a team of 25 peers to develop and implement orientation programs for 4,000 first year students
- Participated in the recruitment, selection, and training of 250 peer leaders

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

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