

Jessica W. Yee

Summit, NJ | jessicayeev2@gmail.com | (908) 787-6662 | LinkedIn: [Jessica Yee](#)

EDUCATION

Rutgers University

New Brunswick, NJ

Bachelor of Arts in Journalism and Media Studies, Minor in Digital Communication, Information, and Media *Expected Jan. 2025*

- **Cumulative GPA:** 3.7 | **Major GPA:** 3.8
- **Honors:** Dean's List Fall 2023 & Spring 2024
- **Relevant Coursework:** Media Management & Strategy, Public Information & Public Relations, Communication & Information Systems and Processes, Media Ethics & Law, Media & Community Engagement, Social Media & Participatory Culture, Digital News Writing & Reporting, Strategic Presentation Methods in Digital Media, Digital Technology & Disruptive Change, Consumer Media Culture, Virtual Team Dynamics
- **Club Involvement:** HerCampus Magazine, Rutgers U.S. Collegiate Ski & Snowboard Association Competitive Ski & Snowboard Team

WORK & VOLUNTEER EXPERIENCE

The Twisted Tulip

Livingston, NJ

Social Media Manager & Barista

May 2019 - Jul. 2021

- Led the creation and production of engaging social media content, showcasing products, services, and brand narratives using Lightroom and Final Cut Pro
- Managed post scheduling, optimizing timing and frequency for maximum audience reach and engagement

Freelance

Summit, NJ

Portrait Photographer

Summer 2019 - 2023

- Leveraged professional-grade digital cameras to capture clients, ranging from portfolio shoots to special events
- Employed advanced editing techniques in Lightroom to enhance and refine images

The Coffee Box

South Plainfield, NJ

Social Media Manager & Barista

Jan. 2019 - Aug. 2019

- Captured and enhanced photographic content using photoshop, creating posts that resonated with the target audience
- Managed post scheduling to boost customer engagement and reach
- Developed original content using personal creative ideas

Sunday Motor Co.

Madison, NJ

Social Media Content Creator, Floor Staff, & Shift Lead

Dec. 2019 - Present

- Produced, filmed, and edited engaging TikTok content to boost engagement and support marketing objectives
- Trained and mentored new and current staff, ensuring team efficiency, consistent product quality, and optimal workflow
- Utilized extensive prior expertise to establish and maintain high bar standards

Meals on Wheels

Summit, NJ

Volunteer

July 2016 - Present

- Deliver meals to homes of local seniors in collaboration with other volunteers to complete deliveries efficiently
- Strengthen communication skills by interacting with seniors and other volunteers

SKILLS, AWARDS, & INTERESTS

- **Software:** Adobe Photoshop, Lightroom & Premiere, Final Cut Pro, Insta360
- **Skills:** Graphic Design, Social Media Design, Public Relations & Media Writing, Content Creation, Web Design, Photography, Videography & Editing
- **Awards:** Phi Theta Kappa Honors Society
- **Interests:** Sketching & Illustration, UX Design, Snow Sports, Tennis, Polymer Clay-Making, Crotchet, Music Production, Air-Fryer Recipes