

JOELENE HEFFERON

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EDUCATION

ELON UNIVERSITY *School of Communications*

Elon, NC

Bachelor of Arts in Strategic Communications and Communication Design- Cum Laude

Graduated

Minor: Psychology

- GPA: 3.605/4.00
- Dean's List (2019, 2021) President's List (2019-2023)

PROFESSIONAL EXPERIENCE

Multihouse, Los Angeles, CA

June 2023 - Present

Independent Contractor- Junior Creative

- Graphically curated logo designs and pitch decks for multiple on-job projects
- Assisted in creating the rebrand for the company as well as social media graphics for Multihouse clients
- Managed multiple different creative design and advertising related projects

Her Campus, Elon, NC

October 2021-February 2022

Staff Writer

- Developed articles for the #1 new-media online magazine targeted at the female college student demographic
- Well-informed on social media trends and projected cohesive consumer interest articles

The Mission, Gibsonville, NC

March 2021-November 2021

Social Media Brand Ambassador

- Created a cohesive online presence that advertised and highlighted business deals and values
- Uploaded creative content on social media platforms for followers to interact and engage with

BrewBike, Elon, NC

October 2021-May 2022

Chief People Officer

- Coordinated and organized time sheets and work schedules for employees
- Conducted interviews and recruitment efforts on behalf of the company

LEADERSHIP AND ORGANIZATIONS

Alpha Xi Delta Sorority, Elon, NC

November 2021- February 2023

VP of Membership, Chapter Events Director

- Served as the main coordinator for the Chapter Member Recruitment Program and Membership Team
- Delegated a team of women while supervising all projects and tasks within the recruitment team
- Provided chapter with continuous recruitment practices throughout the year and recruitment assets
- Devised and formulated the bid day theme, the recruitment video, and conversation topics
- Managed the social media posts across Tik-Tok and Instagram to make sure it aligned with our values and brand

Elon University Dance Team, Elon, NC

August 2019-March 2021

NCAA Division I Dancer, SAAC Representative

- Supported the University at all home football and basketball games, community relations/service events
- Promoted communication between athletic administration and student-athletics (SAAC)

SKILLS & CERTIFICATIONS

- **Computer:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat, Microsoft Word, Microsoft Excel, Microsoft Teams, Microsoft PowerPoint, Zoom, Wix, Canva, G Suite, Marq
- **Communication Skills:** Public Relations Strategies, Creative Thinking, Content Curation, Journalism, Digital Design, Public Speaking, Social Media Marketing/Advertising, Teaching/Coaching