

## JENNA L. DEPELLEGRINI

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### PROFESSIONAL EXPERIENCE

*Communications Specialist*, Disney Consumer Products, **Disney Experiences**, Orlando, FL

January 2022 - Present

- Executes strategic communications plans and provides strategic communications amplification in support of priority brand projects and initiatives tied to the *Star Wars*, Marvel, National Geographic, 20th Century and Pixar franchises.
- Creates media lists, conducts outreach to journalists, and drafts messaging, pitches, press releases, blog posts, and presentation decks for executive leadership on priority projects and campaigns.
- Assists with on-site support of internal and external media events, press junkets and comic-cons, photo and video shoots, and key partner engagements.
- Serves as point of contact for internal and external stakeholders, taking point on reviewing and routing press materials, influencer briefs, and media lists.
- Manages a year-long pulse points grid, gathering and coordinating product submissions and working with the business to identify key product priorities.
- Researches, monitors, aggregates, and analyzes internal/external coverage of current events and public opinion to help inform and shape communication strategies and recaps for priority brand projects and initiatives.
- Develops campaign engagement approach and messaging, overseeing asset creation, and securing stakeholder approvals as needed.

*Executive Assistant*, Domestic and International Marketing, **Lucasfilm Ltd**, San Francisco, C.A.

August 2021 - January 2022

- Liaised with senior management to handle requests and needs of executives while coordinating communication between internal and external team members; managed expense reports, meeting minutes, and other administrative duties.
- Assisted domestic and international marketing teams with brand management and organization of global brand promotion campaigns for Disney 50th Anniversary, Lucasfilm Celebration 2021 and *Star Wars* premieres and asset promotions.
- Created and distributed daily news alerts while aiding the Publicity team with press events and *Star Wars* publicity campaigns.

*Public Relations/Communications Intern*, **Partnership for Public Service**, Washington, D.C.

January 2021- May 2021

- Drafted 10+ content pieces for Partnership newsletter and website; created 5 social media graphics on OptinMonster
- Created 10 pitch documents for the Sammys and managed email marketing campaign to promote leadership development program
- Implemented an audit of the main Partnership website; organized, edited and managed over 50 pages of content for rebranding effort

*Public Relations Intern*, **Strauss Media Strategies**, Washington, D.C.

February 2020- December 2020

- Assembled 25 client campaign reports and 15 agency media kits; executed 5 press releases, 2 media advisories and 3 research reports
- Edited 50+ audio clips for Bloomberg Presidential campaign and Census Bureau; edited over 30 audio clips for other clients
- Monitored client media coverage and assisted Account Executives with brainstorming sessions and campaign planning for clients

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### EDUCATION

**American University, School of Communications**

**Washington, D.C.**

*Bachelor of Arts in Public Relations and Strategic Communications*

May 2021

Awards and Scholarships: PRSA-NCC Student Service Award, PRSSA National Gold Key Award

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### SKILLS AND INTERESTS

- *Editing & Graphic Design*: Advanced knowledge of Adobe Creative Cloud Suite, Microsoft Office Suite, Google Drive Suite, Brandfolder, Smugmug
- *Marketing & PR Research*: Experience with OptinMonster, Salesforce, Cision, Critical Mention; MuckRack; internet media monitoring
- *Photography & Videography*: Proficiency working with Final Cut Pro, iMovie; Digital Photography (Canon and Nikon)
- *Social Media*: Advanced working experience with social media analytics and management
- *Website Design & Management*: Advanced working knowledge of Wix, Wordpress, Squarespace, Weebly, Mailchimp, iContact