

# Jadyn O'Connor

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Dallas, GA 30132

## EDUCATION

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### The University of Georgia

Athens, GA

*Bachelor of Business Administration in Marketing; Fashion Merchandising minor; New Media certificate*

May 2025

GPA: 3.87/4.00

Zell Miller Scholarship Recipient, Dean's List

### The University of Oxford

Oxford, United Kingdom

Jul 2023 – Aug 2023

- Participated in the 6-week UGA at Oxford summer program.
- Maintained a 4.0 GPA while studying Environmental Economics and International Marketing.

## PROFESSIONAL EXPERIENCE

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### Strike Magazine, *Director of Social Media*, Athens, GA

Aug 2022 - Present

- Manage social media posts weekly on platforms such as Instagram and TikTok that encompass current Culture, News, Fashion, and Events for 2,000+ followers.
- Lead weekly meetings and delegate responsibilities among a team of 4 assistants.
- Collaborate with Creative and Art Directors to develop Strike's social branding and voice.
- Execute magazine launch week campaign through branding channels.

### University of Georgia Engagement Center, *Student Ambassador*, Athens, GA

Aug 2023 – Feb 2023

- Connect with University alumni and raise money for student scholarships and programs.
- Raised \$1000+ towards the Law School, Georgia General Fund, Terry Excellence Fund, and others.

### Everjean Boutique, *Sales Associate*, Cartersville, GA

Oct 2020 - Jul 2022

- Coordinate social media marketing; posting on the official Instagram, modeling items for the website, modified the look of the page.
- Manage inventory by checking in new items, updating transfer products between store locations, barcoding, and tagging.
- Organize the floor layout and window displays based off how products will sell.
- Apply communication and problem-solving skills to satisfy and promote.

## LEADERSHIP AND RELEVANT EXPERIENCE

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### American Marketing Association, *Active Member*, Athens, GA

Jan 2023 - Present

- Incoming Director of Digital Marketing for the 2024-2025 year.
- Attend 8 weekly chapter meetings and learn from speakers in various companies in the industry.
- Engage in 1 on 1 mentorship with executive board members.
- Travel days to Atlanta to tour companies and network with marketing professionals.

### Alpha Omicron Pi, *Development of Chapter and Culture Committee*, Athens, GA

Aug 2021 - Present

- Organization that promotes philanthropy and sisterhood through character, dignity, scholarship, and college loyalty.

### Pi Sigma Epsilon, *Member*, Athens, GA

Jan 2022 – Dec 2022

- 1 of 49 members extended invitation to join professional fraternity at the University of Georgia.
- Attend over 10 professional development workshops and roundtables.
- Participate firsthand in-service work with local nonprofit, helping raise over \$10,000 for the Athens community.

## RESEARCH AND EXPERIENTIAL LEARNING

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### Fashion Merchandising and Interiors Program, New York City, New York

May 2023

- Toured companies and learned from professionals in the fashion industry.

### Shark Tank Competition, *Competitor*, Athens, GA

Feb 2022 – Apr 2022

- Competed with a team of 5 other students in mock Shark Tank pitch competition.
- Conducted SWOT analysis and industry research to deliver 6-minute pitch and apply classroom skills to real-world.
- Presented product/service to a judge panel and 50 other competitors, gaining public speaking and communication skills.

## SKILLS

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**Technical Skills:** HTML, CSS, Microsoft Office Applications (Excel, PPT, Word), JMP Statistical Software