

## Social Media Coordinator

*No Nasties; Goa, India*

*2018-current*

- Implemented a social media and marketing strategy to increase purchases that utilized Instagram, Facebook, Twitter, MailChimp, and website
- Wrote, published and promoted bi-monthly blog posts
- Supporting the launch of the #growthegrove initiative

## Social Media Manager

*jenbarronYOGA; Tasmania, Australia*

*2017-current*

- Created website layout and content for the brand new, custom built website [jenbarronyoga.com](http://jenbarronyoga.com), make continuous updates as directed
- Strengthened Facebook presence by creating a public page and ran ads to improve post reach
- Registered business with Google Maps to increase reach and SEO

## Deputy World Centre Manager: Operations

*World Association of Girl Guides and Girl Scouts, Sangam World Centre; Pune, India*

*2011-2016*

- Planned, implemented and managed a social media and marketing strategy to increase guest booking enquiries that utilized HootSuite, YouTube, MailChimp, Facebook, Twitter, Instagram and website
- Compiled, wrote, published and promoted the monthly newsletter
- Ensured volunteers were trained in creating YouTube videos, ensured that they were making assigned videos and supported them in created branded and informational videos about their experiences
- Strengthened operational and program relationships by regularly visiting contractors' offices, business and program sites
- Created, maintained and reported on the Capital Expenditure, Maintenance Plan and Communications Plan
- Created, planned and implemented the Save Our Pool branding and marketing campaign that fundraised \$150,000 in 17 months, a global grassroots effort that exceeded the goal by \$8,000
- Worked closely with the World Centre Manager to ensure that the Centre was operating effectively and provided the best possible experience to guests and volunteers

## Community Relations Intern

*World Association of Girl Guides and Girl Scouts, Sangam World Centre; Pune, India*

*2010-2011*

- Created a Partnership Impact tracker to log Sangam's actions and visits with 15 local non-profits that was used for grant applications and long term evaluation of impact
- Supported the Community Relations Manager and Programme Manager by assisting with Community Programme participant selection, grant reporting, event planning and external email communication
- Created a strategic plan for yearly scholarship funds that was confirmed by senior leadership team

## United States Peace Corps Volunteer

*Rural Education Volunteer; Siachitema Mission, Southern Province, Zambia*

*2008-2010*

- Supported the operations of the local zonal clinic
  - Planned and implemented maternal health sessions, participated in HIV testing to support those getting tested for the first time, transcribed patient records into the district health log, sorted and distributed medication with nurses and talked with and learned from clients
- Trained five government schools in Siachitema Zone on classroom reading techniques
- Supported five Peace Corps Volunteers by visiting their sites, encouraging project progress, ensuring quarterly reports were submitted and supporting the daily operation of the Provincial Office

## Bachelor of Science in Sociology

*South Dakota State University; Brookings, South Dakota*

*May 2007*