

JESSICA THEIS

[Portfolio](#)

[LinkedIn](#)

DC, MD, & VA

jessica.l.theis@gmail.com

PROFESSIONAL SKILLS

Photoshop & Premiere Pro

Adobe Suites

Canva & InDesign

Microsoft Suites

WORK EXPERIENCE

DIGITAL BRAND ENGAGEMENT INTERN

The Shark Group

(Jan. 2025 - Present)

- Enhanced digital content for a multi-billion-dollar brand founded by *Shark Tank*'s Daymond John.
- Tracked and archived brand mentions, using analytics to identify trends and optimize social media strategies.
- Maintained a digital archive of high-value content, ensuring organized and up-to-date access for teams.
- Analyzed engagement data and delivered reports on key trends and high-performing content.

COMM. & MARKETING INTERN

Angel Flight West

(Sept. - Dec. 2024)

- Produced social media content aligned with AFW branding, including video interviews.
- Contributed to the development of targeted email campaigns using MailChimp, enhancing audience engagement.
- Managed website updates and designed new web pages with WordPress, improving user experience.
- Monitored analytics and refined content strategies, delivering data-driven insights for quarterly strategy reports.

OUTREACH MANAGER INTERN

MoonPads

(Jul. - Sept. 2023)

- Expanded partnership network across diverse industries, fostering brand growth.
- Cultivated lifetime brand loyalty through effective communication strategies.
- Orchestrated outreach events for various nonprofit organizations.
- Utilized MS Excel and Google Workspace to efficiently manage pricing and brand assets.

DIGITAL CONTENT INTERN

Nvolve Inc.

(Jan. 2021 - Jun. 2023)

- Delivered monthly, high-impact promo videos, achieving 98% positive audience feedback.
- Masterfully curated and edited extensive footage into dynamic 1-3 minute videos, driving engagement.
- Led the production of professional monthly video interviews with clients and employees.

ADDITIONAL EXPERIENCE

GIRL MEMBER OF THE BOARD OF DIRECTORS

GSCNC (Girl Scouts Nation's Capital)

(Jan. 2020 - Oct. 2023)

- Played a key role in leadership and decision-making at GSCNC.
- Advised management on financial and policy issues, guiding strategic direction.
- Spearheaded a variety of tasks including attending board meetings, reviewing awards, and submitting proposals.
- Boosted community engagement through successful social media campaigns and promotional videos.

EDUCATION AND CERTIFICATION

BACHELOR OF SCIENCE IN TELEVISION & DIGITAL MEDIA PRODUCTION

(2020 - 2025)

Ithaca College

- Minors in Communications & Graphic Design

SEEHER EDUCATION CERTIFICATE PROGRAM

(Jan. 2025)

ANA Educational Foundation (AEF)