

# Jayna Witcher

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## EDUCATION

**Yale University** – Graduation May 2009, Major: BA in History, Film and Theater Concentration, GPA: 3.37/4.0  
Academic All-Ivy Award – Academic excellence while earning a Varsity Letter

## WORK EXPERIENCE

**Mediedge:cia** ([www.mecglobal.com](http://www.mecglobal.com))

2009 - 2010 (November - Current) ::: Assistant Communications Analyst / Media Planner

- Create Media Plans for KFC Corporate to effectively market their brand through all media types
- Work in both digital and traditional space, with stronger background in online marketing
- Plan digital campaigns, collaborating with websites to create a unique user experience via active engagement
- Daily activities include trafficking digital tags, optimizing traditional plans, creating reports for the client, directing calls with KFC Corporate, and working with various KFC agencies

**Lovett Productions** ([www.lovettproductions.com](http://www.lovettproductions.com))

2009 (August - November) ::: Intern & Production Assistant

- Worked as a PA on various projects to appear on Discovery Health, ABC, HBO, and film festivals
- Maintained various office duties including phone calls, filing, copying, scanning, archiving, and research
- Helped on shoots, doing various PA duties
- Edited and performed tasks on Final Cut Pro, DVD Studio Pro, and PhotoShop among others

**CBS College Sports Network** ([www.cbcollegesports.com](http://www.cbcollegesports.com))

2009 (September - November) ::: Freelancer, Researcher

- Work in Research Position, dealing directly with the talent
- Supply up-to-date statistics and facts on multiple on-air games at once, log data to appear live on-screen, and accomplish tasks to be done at minutes notice
- Intense, team-orientated atmosphere where mistakes are costly and time is of the essence

**World Camp USA - an Elite Field Hockey Training Camp** ([www.worldcampusa.com](http://www.worldcampusa.com))

2009 - 2010 ::: Multi-Media Marketing Project Leader

- In 40 day time period, created a social media and inbound marketing campaign as part of a comprehensive outreach project using Facebook, YouTube, blogs, websites, and games
- Created interactive, fun field hockey website, the first of its kind. Created and wrote personality quizzes, games, field hockey horoscopes, and motivational applications. Over 10,000 hits over the course 2 months.
- Wrote, produced, and acted in a 10 minute humorous promotional videos and 7 1-minute video blogs
- Constructed a "Game Night", creating various fun challenges to entertain and engage over 2,000 campers

**Sport EuroTour** ([www.sport-eurotour.com](http://www.sport-eurotour.com))

2007 - 2008 ::: Tour Leader, Chaperone & Coach

- Responsible for leading groups of high school athletes on rigorous sport tours through Barcelona, Spain
- Coordination and logistical responsibility for all aspect of the program while touring through Europe
- Manage and responsible for player documentation throughout the year
- Handled various finances and banking needs, organized computer filing system and data entry

## COMPUTER BASICS

Final Draft ♦ Final Cut ♦ MS Word ♦ Excel ♦ PowerPoint ♦ Various MS Windows Programs ♦ Photoshop Atlas ♦ Media Tools ♦ TNS Applications ♦ Nielsen Applications ♦ Comscore ♦ Expert

## ATHLETICS

2005 - 2009 ::: Varsity Yale Field Hockey Team Member:

- 40 hour a week commitment Fall Semester, 25 hour commitment Spring Semester
- 2008-2009 Academic All-Ivy Team (for those earning varsity letter and greater than 3.3 GPA)

## VOLUNTEER EXPERIENCE

2007 - 2009 ::: Eli Days Mentor

- Accepted as one of 75 Yale students out of hundreds into program
- Works one-on-one with a local New Haven student helping student through application process, review resumes

2007 - 2009 ::: Volunteer at Dwight Elementary School

- Read, write, and work on other skills on a one-on-one session once a week at a local New Haven, CT public school
- Recognized my child had learning disabilities, later to be diagnosed as dyslexia and high-functioning autism

2002 - Current ::: JML Health Care- Assisting the elderly, mostly the mentally challenged and those with memory loss