

Jennifer Orozco

Milwaukee, WI | Jennio634@gmail.com | 414-534-4754

Portfolio: www.orozcojennifer.wordpress.com | LinkedIn: www.linkedin.com/in/jennyorozco/

PROFESSIONAL SUMMARY

Recent Journalism graduate and fluent Spanish speaker with experience in audience engagement, event coordination, and inclusive messaging across digital and in-person platforms. Eager to launch a career in marketing, PR, or brand communications through strategic storytelling and community connection.

EDUCATION

University of Wisconsin-Madison

BA Journalism in Strategic Communication
Minor: Chican@ and Latin@ Studies

Madison, WI

May 2025

PROFESSIONAL EXPERIENCE

Transfer Transition Program – UW Madison

Transfer Student Coordinator

Madison, WI

May 2024 to May 2025

- Supported 300+ transfer students in accessing resources and enhancing campus engagement. Through successful event planning, I helped coordinate 15 campus events, attracting over 2700 attendees in total, which fostered improved interpersonal and team coordination skills.

JustVeggiez

PR & Marketing Consultant (via PR Bucky)

Madison, WI

Sept 2023 to May 2024

- Created and launched 10+ TikTok and Instagram posts, increasing follower engagement by 30%; developed a WordPress website mockup to improve visual branding and simplify online menu navigation; advised owner on community collab ideas including Dane County Farmers Market.

Latino Association – Andrews University

Public Relations Director

Berrien Springs, MI

Sept 2022 to May 2023

- Led promotion of 10+ campus events through social media, email, and print campaigns; collaborated with other student organizations and design teams to create consistent branding, increasing the organization's social media following across all platforms by 40%.

Behavioral Sciences Department – Andrews University

Teacher Assistant

Berrien Springs, MI

Sept 2022 to May 2023

- Graded assignments and exams for 100+ students, provided detailed feedback, and reported progress to faculty to support student success and instructional planning.

Summerfest Beverage Operations

Bartender

Milwaukee, WI

Jun 2022 to Aug 2025

Zebbs Restaurant

Assistant Manager

Milwaukee, WI

Oct 2019 to Aug 2021

- Managed front-of-house operations for a 150–200 guest/day restaurant, leading a team of 5+ and coordinating takeout, reservations, and service flow to ensure timely, high-quality customer experiences.

LEADERSHIP

Social Sciences for Social Justice (SSSJ) – Andrews University

President

Berrien Springs, MI

Aug 2022 to May 2023

- Oversaw a five-member executive board, delegating responsibilities across finance, social media, events, and communications to ensure smooth club operations; mentored officers and led weekly meetings to align on goals and reinforce accountability.
- Directed planning and execution of 10+ events, launched club merchandise, and led collaborations with campus organizations to promote advocacy, interdisciplinary dialogue, and student engagement in sociological and anthropological issues.

SKILLS

Technical Skills: Microsoft Suite (Word, Excel, PowerPoint), Adobe Creative Cloud Suite (Premiere, Audition, InDesign, Photoshop, Illustrator), Canva, CapCut, WordPress

Languages: English (Native), Spanish (Fluent)