

# Jennifer Orozco

Milwaukee, WI | [Jennio634@gmail.com](mailto:Jennio634@gmail.com) | 414-534-4754  
Portfolio: [www.orozcjennifer.wordpress.com](http://www.orozcjennifer.wordpress.com) | LinkedIn: [www.linkedin.com/in/jennyorozco/](http://www.linkedin.com/in/jennyorozco/)

## PROFESSIONAL SUMMARY

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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

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### University of Wisconsin-Madison

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

Madison, WI

May 2025

## PROFESSIONAL EXPERIENCE

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### 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

- Served 300+ guests per shift in a high-volume festival setting, managing bar operations, processing payments, and maintaining inventory with speed and accuracy.

### 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

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### 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

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

**Languages:** English (Native), Spanish (Fluent)