

# Jennifer Orozco

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## PROFESSIONAL SUMMARY

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Strategic communicator with experience translating stakeholder goals into environmental branding and spatial storytelling across corporate, education, retail, and event environments. Skilled in client presentations, audience-centered messaging, and cross-functional coordination, with a journalism background and fluency in Spanish.

## PROFESSIONAL EXPERIENCE

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### **Amplify Graphics & Branding**

*Account Representative*

**Milwaukee, WI**  
*Oct 2025 to Current*

- Lead client-facing discovery and presentations for environmental branding projects across multiple vertical markets, including corporate, athletic, education, and retail. Translating stakeholder goals into spatial storytelling and signage strategies that align with brand identity while developing scope decisions within budget parameters. Coordinated across different teams to deliver cohesive branded environments from concept through execution.

### **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.

## 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.

## EDUCATION

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### **University of Wisconsin-Madison**

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

**Madison, WI**  
*May 2025*

## 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)