

NJ NICOLE JONES

CONTACT

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My digital portfolio can be found at
www.nicoleannjones.com.

EDUCATION

Louisiana State University

Bachelor of Arts in Mass Communication,
Public Relations
Minors in Business Administration &
Communications Studies
Aug. 2016 - Dec. 2019
GPA: 4.2, *summa cum laude*

RELATED COURSEWORK

Media and PR Writing
Visual Communication
Digital Branding & Marketing
Management
PR and Social Media Strategies
PR Research
Small Group Communication
Public Speaking

SKILLS

Adobe Creative Suite
*InDesign, Photoshop, Illustrator,
Premiere Pro, Lightroom*
Social Media
Facebook, Instagram, Twitter, YouTube
Web Design
Wix, Weebly, Wordpress, eCatholic
Brand Awareness & Management
Project Management
Microsoft Office
Interpersonal Communication
AP Style
Photography & Videography

HONORS

LSU University Medalist
Press Club of New Orleans Scholarship
Jack H. Sanders Memorial Scholarship
Tiger Athletic Foundation Scholarship
Robert Ewing Scholarship

VOLUNTEER EXPERIENCE

Christ the King Catholic Church
Our Lady of Mercy LifeTeen

WORK EXPERIENCE

Coordinator of Youth and Young Adult Ministry & Programs

The Roman Catholic Diocese of Baton Rouge, Baton Rouge, LA

September 2019 - current

Social Media Management and Engagement

- Manages and creates content to engage various audiences on social media, including photos, graphics and videos posted to Instagram and Facebook.
- Organizes Red Stick Catholics' weekly reflection series, The Well, and copy edits submissions from contributing writers. All reflections are posted on the diocesan website and posted on Instagram and Facebook.
- Initiated a monthly giveaway series to encourage follower growth for the Red Stick Catholics Instagram account, which directly correlates to a gain of over 100 new followers in six months.
- Pitched, produced and shared "A Rosary for the Diocese of Baton Rouge" video on Facebook, which garnered 9.5K views, 431 engagements (all positive) and reached 18.3K people.

Web Design

- Administers the publishing of digital content to the diocesan website for the Secretariat of Evangelization and other departments within the Diocese.
- Created a virtual conference website for Red Stick Catholic Fest that included videos, programming materials and follow-up activities.
- Appointed to the Diocesan Web Committee in the fall of 2020 to assist in strategizing and modernizing the diocesan website.

Event Planning

- Plans and implements events and programs (virtually and in person) for the youth and young adults of the Diocese of Baton Rouge. Events include Red Stick Catholic Fest, Theology on Tap, Trivia on Tap, Jr. High Retreat and more.
- Designs social media graphics, event logos and promotional materials for diocesan events.

Marketing and Communications Intern

Mary Bird Perkins Cancer Center, Baton Rouge, LA

November 2018 - September 2019

- Composed blog posts and press releases to be published on the organization's website and sent to local media.
- Updated upcoming events and announcements to website and company intranet using Wordpress daily.
- Revised company marketing materials for all eight of Mary Bird Perkins' locations and partners.

Front Desk and Communications Coordinator

Kevin Harris Architect, LLC, Baton Rouge, LA

February 2017 - November 2018

- Implemented marketing campaigns for office promotions to increase brand awareness in the Baton Rouge area.
- Acted as executive assistant to the president of the Institute of Classical Architecture & Art and organized events, executed promotional campaigns and managed membership relations for the Louisiana Chapter.
- Designed and scheduled social media posts and blogs for the company and enhanced engagement on Facebook by 50%.