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Jessica Huffman

Storyteller – Creator – Marketer

Highly skilled storyteller adept at using a variety of mediums to reach audiences of all types. From news articles to feature stories to email, website and social media copy, I've written it all in my nine plus years as a communications professional. I'm more than just a writer though. I've worn the hat of photographer, graphic designer, videographer, copy editor, and many more. Trained in key industry software and platforms including but not limited to the Adobe Suite, Hootsuite, SproutSocial, ModX, Sharepoint, Cision, MailChimp, Salesforce Marketing Cloud, and the Google Workspace.

August 2012 - May 2014

M.H. in Communication
Tiffin University

August 2008 - May 2012

**B.A. in Communication –
Electronic Media**
Tiffin University

- Motivated
- Creative
- Diversely skilled
- Detail oriented
- Independent
- Problem solver

June 2016 - Present

Communications Coordinator
Central Ohio Technical College and The Ohio State University at Newark

In an environment much like an agency, I manage multiple projects for campus clients to promote their initiatives or events. Utilizing various print and digital options, I write copy, direct design, and ensure content is posted to meet clients' needs. Content management of eight social media platforms makes me a writer, photographer, videographer and graphic designer on a daily basis. To support content production, I research and write news and feature stories in various forms for inclusion in publications, on websites, and distribution to media.

August 2015 – May 2016

Director of Community Relations
Better Business Bureau Serving Eastern Michigan and the Upper Peninsula

As the director, I focused on three main areas of concern for the organization: strategic communications, media relations and community relations. I focused strategic communications on expanding awareness in an attempt to show relevance of the organization to new audiences. Working with existing media contacts, I strove to provide information of relevance to their audiences including being a guest on live newscasts or coordinating the appearance of a BBB spokesperson. Through social media, newsletters, website content, advertising and networking, I created connections with the community to share the BBB mission.

August 2012 – July 2015

Media Relations Specialist
Tiffin University

As the media relations specialist, content production was my main focus. I wrote and edited both news and feature stories. I created content for, designed, and distributed the weekly e-newsletter. I served as the Office of Media Relations and Publications representative at events.