
AMANDA JACOBSMEYER



amandajacobsmeyer@gmail.com



(702) 902 0789



amandajacobsmeyer.com

EDUCATION

BACHELOR OF ARTS

Graduation: December 2017
Brigham Young University
Public Relations
GPA: 3.96

ASSOCIATES OF ARTS

Graduation: April 2015
Brigham Young University-Idaho
Communications
GPA: 4.00

EXPERIENCE

Branded Content Editor

July 2017 – January 2018

Millennial Mormons

Remote

- Oversee and edit content from 15 international contributors
- Create and edit branded content for a worldwide audience
- Promote the blog through social media and live-tweeting relevant events

Social Media Manager

September 2017 – December 2017

BYU Student Music Pass

Provo, Utah

- Generated 470+ followers and 3,000 unique engagements on Instagram within two months
- Created branded social media content using Adobe InDesign and Photoshop

Public Affairs Intern

May 2017 - August 2017

LDS Public Affairs

Frankfurt, Germany

- Planned and implemented Facebook and Instagram campaigns for a national event, growing following by 300% over a two-month period
- Wrote news content for over 34 countries that was published by a global organization in several languages

Trainer

July 2015 – January 2018

Missionary Training Center

Provo, Utah

- Produced and presented oral trainings for over 300 brand representatives of a worldwide organization
- Assisted in administrative duties, including creating and implementing schedules and designing training curriculum

Content Creator

January 2017 – May 2017

NUVI

Lehi, Utah

- Interacted with NUVI executives to learn program and develop training
- Created videos and copy for training and certifying professionals in NUVI software

Communications Intern

September 2016 – May 2017

Cahoots Fitness

Lehi, Utah

- Grew Instagram following by 30% by managing followers and creating original content
- Increased gym membership through social media and event marketing

Volunteer Representative

April 2013 – October 2014

The Church of Jesus Christ of Latter-day Saints

London, United Kingdom

- Supervised and motivated work of 70+ other representatives through regular training
 - Created and maintained relationships with diverse audiences for a worldwide organization
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SKILLS & CERTIFICATIONS

STRATEGIC PLANNING | WORDPRESS | INDESIGN | ILLUSTRATOR
PHOTOSHOP | PREMIERE PRO | ADVANCED EXCEL
SOCIAL MEDIA ANALYTICS | ACCOUNT MANAGEMENT
PUBLIC SPEAKING | EVENT PLANNING | CANVA
