

JESIKA M. SHARPER

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PROFESSIONAL PROFILE

Highly effective Mass Communications student seeking a successful career in Entertainment Management where skills can be highlighted and showcased. Offering an array of skills in efficient resource allocation, cross-functional collaboration, trend analysis, building and maintaining sales pipelines, performance analysis, vendor management, growth opportunities and stakeholder engagement. Track record of success increasing sales and meeting targets in fast-paced, results-driven environments. Specializing in large-scale event coordination, enhancing business productivity and optimizing brand image and awareness. Transformative change leader with a proven ability to thrive in a team environment who works well with others with minimum supervision.

PROFESSIONAL EXPERIENCE

MORRIS COLLEGE | OFFICE ASSISTANT

Sumter, SC (September 2013 – April 2017)

Selected Accomplishments:

- Adapt at managing and streamlining administrative processes to reduce errors, improve accuracy and efficiency to achieve department objectives and monthly goals;
- Provide student and faculty support offering high-quality services with professionalism and on demand customer service, and actively encourage a collaborative work environment that embraced ethics;
- Develop excellent ability to multi-task, using interpersonal and administrative office skills; handles student questions and requests and also engaged in additional department activities;

WPUB RADIO | INTERN

Lugoff, SC (September 2016 – December 2016)

Selected Accomplishments:

- Provided clients with radio ads for approval, proactively prospected and hunted for leads during working and non-working hours, consistently searched and generated new business;
- Produced pre-production briefings for presenters, reporters, technical staff and other contributors; managed the logistics of getting people and resources together to the right place at the right times;
- Edited clips for on-air newscasts and station website and provided assistance with logistical setup of on-air shows.

FLORENCE SCHOOL DISTRICT ONE | SOCIAL MEDIA INTERN

Florence, SC (May 2016 – August 2016)

Selected Accomplishments:

- Knowledgeable in the use of social media channels such as: Facebook, Instagram, Twitter, LinkedIn, YouTube, SnapChat, Pinterest and Google+ to deliver innovative and strategic communications' plans;
 - Design new and engaging content. Develop communications and customer engagement strategies, including contests and giveaways, to enhance brand-awareness;
 - Projected an approachable and professional image in personal appearance and demeanor, and maintained a work environment of cleanliness and organization.
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EDUCATION AND HONORS

Morris College, Sumter, SC

BFA, Mass Communication

Completed

James Richardson Scholarship (2014) | Dean's List (2014-present) | The Covell C. and Mary E. Moore Award (2015) | The Dr. Adelle W. Stewart Scholarship (2015) | The Luns C. Richardson Pee Dee Area Scholarship (2016) | The Mary A. Vereen-Gordon Memorial award | SC LIFE Scholarship (2016-2017), UNCF Scholarship (2016-2017)