

JESSICA BECKMAN

CONTACT

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- ✉ jessicaannbeckman@gmail.com
- 📍 Currently in Chicago, IL
Relocating to Columbus, OH in June 2025

EDUCATION

DEPAUL UNIVERSITY

- MA in Public Relations & Advertising
- GPA: 4.0

HANOVER COLLEGE

- BA in Communication
 - *Magna Cum Laude*
- Served as a Resident Assistant and Peer Mentor for first-years.

SKILLS

- Crisis Management
- Google Analytics Certification
- META
- Conducting focus groups
- Community Connector
- Breaking the ice



ACCOMPLISHMENTS

- Raised over \$1,200 for Huntsman Cancer Society as ΣΧ Sweetheart.
- 3x Academic All-American
- Pitch contest winner for campaign with Sephora.
- Hanover College and DePaul University Women's Track and Field Captain

HOBBIES

- Attended 38 concerts and counting
- Avid crowd-surfer and mosh-pitter
- Petting stray cats
- Card game connoisseur

ABOUT ME

I'm a CODA (Child of Deaf Adult), which has given me a profound appreciation for the power of listening. Growing up, I learned that true connection comes from understanding and empathy, and I bring that mindset to everything I do.

WORK EXPERIENCE

Fayette County Farmer's Market

Marketing Coordinator

- Developed and implemented marketing strategies that enhanced the market's visibility, driving a 20% increase in weekly attendance from the previous year.
- Partnered with local vendors and small businesses to craft personalized promotional content, strengthening ties with the community.
- Brought the market's personality to life on social media with engaging posts and stories featuring vendors, events, and seasonal goodies.

Richmond Parks and Recreation

Event Planning Intern

- Planned and coordinated community events that drew over 1,000 attendees, fostering local engagement and a lot of smiles.
- Partnered with vendors, sponsors, and city officials to streamline event logistics from setup to teardown.
- Executed event marketing campaigns across social media, email, and print, boosting public awareness and turnout.

Hanover College

Resident Assistant

- Created a welcoming environment for first years by organizing fun events and offering guidance to residents navigating dorm life.
- Played the role of friendly counselor, go-to resource, and unofficial life coach for a diverse group of students.
- Stayed calm under pressure, handling on-call emergencies with ease and efficiency.
- Mastered the art of paperwork, keeping track of incidents and ensuring everything ran smoothly.