

**Jenna L. Guarrera**  
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## EDUCATION

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### **The Pennsylvania State University**

*Donald P. Bellisario College of Communications and the College of Liberal Arts*

Intended Bachelor of Arts in Advertising and French Language and Culture

Minor in Psychology

State College, PA

May 2027

GPA: 3.92

Dean's List Fall 2023- Spring 2025 semesters

## WORK EXPERIENCE

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### **DK Law Group**

*Marketing Intern*

Owings Mills, MD

May 2025 – Current

- Planned and promoted community-focused events to enhance the firm's brand visibility and client engagement
- Designed marketing collateral and digital content across platforms (Instagram, LinkedIn, TikTok, etc.) to advertise events and firm updates

### **Hunt Valley Country Club**

*Banquet Server*

Phoenix, MD

May 2025 – Current

- Supported the execution of private events, weddings, and corporate functions for 50–300 guests, gaining hands-on experience in event coordination and client service
- Observed behind-the-scenes logistics of large-scale events, deepening understanding of event planning, audience engagement, and brand presentation

### **Veloccino Bike and Coffee**

*Barista*

Butler, MD

May 2024 – Current

- Managed all aspects of opening and closing the store, including setting up the workstation and securing the premises
- Developed a loyal customer base through personalized service and by remembering frequent customers' preferences

### **Hunt Valley Country Club**

*Snack Bar Attendant*

Phoenix, MD

May 2024 – August 2024

- Efficiently prepared and served a variety of snacks and beverages, including hot dogs, fries, and smoothies, while maintaining high standards of quality and presentation
- Assisted customers with orders, provided information on menu items, and resolved any issues or concerns to ensure a positive experience

### **Starbucks**

*Barista*

Mays Chapel, MD

January 2023 – August 2023

- Collaborated with team members to ensure efficient operations and provided support during high-traffic periods
- Crafted a variety of coffee drinks, including espresso-based beverages, teas, and smoothies, adhering to Starbucks' standards and recipes while ensuring a clean and organized work area

**Regal Cinemas***Ambassador and Floor Staff*

Hunt Valley, MD

January 2022 – December 2022

- Educated and encouraged customers to enroll in the Regal Unlimited program, highlighting its benefits and features to drive sign-ups and renewals
- Managed point-of-sale systems for ticket and concession sales, accurately processing transactions and handling cash and credit payments

**INVOLVEMENT**

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**Sigma Kappa Sorority***Homecoming Chair*

State College, PA

April 2025 – Current

- Coordinated Sigma Kappa's 2025 Penn State Homecoming participation, managing all logistics, events, and communications between the sorority and Homecoming committee
- Oversaw planning and execution of themed events including float building, spirit weeks, and philanthropy initiatives, increasing chapter involvement and visibility

**Psi Chi, The International Honor Society in Psychology***Member*

State College, PA

March 2025 – Current

- Inducted into Psi Chi, recognizing academic excellence in psychology and commitment to advancing the field
- Volunteered in Psi Chi community initiatives, leveraging marketing skills to promote events and educational programs on campus

**Sigma Kappa Sorority***Member*

State College, PA

February 2025 – Current

- Strengthened teamwork, leadership, and problem-solving skills through collaboration with diverse chapter members and university organizations
- Dedicated time to hands-on community service, including volunteering at food banks, assisting in senior living communities, and participating in environmental clean-up initiatives

**Public Relations Student Society of America***Member*

State College, PA

August 2024 – Current

- Engaged in networking events with industry professionals, expanding professional connections and gaining insights into career opportunities in public relations
- Participated in workshops and seminars focused on industry best practices, strengthening knowledge of public relations strategies and tactics

**Volé Dance Company***Performer*

State College, PA

August 2023 – Current

- Quickly learned and adapted to new choreography, demonstrating flexibility and the ability to perform under pressure
- Contributed to a positive and motivating rehearsal environment through open communication and mutual support

**Movin' On Sustainability Team***Member*State College, PA  
January 2025 – May 2025

- Assisted in the planning and execution of sustainability initiatives for Penn State's largest student-run music festival, effectively managing multiple tasks to ensure the event's environmental goals were met
- Led initiatives that emphasized the importance of sustainability as a business imperative, supporting the festival's long-term brand positioning as an environmentally responsible and socially conscious event

**Movin' On Promotional Team***Member*State College, PA  
October 2024 – May 2025

- Played a key role in promoting Penn State's Movin' On festival through digital and print media, reaching a wide student audience and contributing to an increase in event awareness and attendance
- Collaborated with various student organizations and local businesses to promote Movin' On, increasing community involvement on and off-campus

**Biological Sciences 3***Teaching Assistant*State College, PA  
August 2024 – May 2025

- Facilitated classes and created lesson plans for a cohort of students that included experiential and discussion-based learning for college students
- Evaluated and graded student assignments, quizzes, and exams, providing constructive feedback to enhance learning outcomes

**Volé Dance Company***Content & Collaborations Chair, Public Relations Committee*State College, PA  
August 2024 – May 2025

- Created and executed a content strategy for social media, newsletters, and promotional materials to enhance the organization's visibility and engagement
- Captured photos and gathered behind-the-scenes content throughout the year to showcase rehearsals, performances, and organization culture

**Ryan's Case for Smiles***Volunteer*Baltimore, MD  
March 2020 – August 2023

- Assisted in providing comfort and support to children undergoing medical treatments, contributing to a positive and supportive environment
- Helped organize and assemble care packages, including comfort items and educational materials, for children and their families

**HONORS**

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The President Walker Award Recipient, 2024

The Maryland State Seal of French Biliteracy, 2023

Skills: Proficient in Canva and Microsoft, intermediate with Adobe Photoshop, Illustrator, and Premiere Pro