**JESSICA JOAN PITOCCO**

401-207-8574 jess\_1112@gwu.edu

**EDUCATION**

**The George Washington University** - Washington, DC 2014 - Present

3.2 GPA

Journalism Major and Communications Minor

**The Wheeler School** – Providence, RI 2010 - 2014

3.7 GPA

**WORK EXPERIENCE**

**Piaggio Fast Forward** June 2017 - August 2017

**Marketing Intern**

* Developed full go-to-market plan for 2018, including social media and email strategy
* Content creation, script writing, and full assistance in video production process
* Event planning, budgeting and office management responsibilities
* Daily newsletter creation with the latest news in robotics, drone and autonomous technology

**MediaFile DC** January 2017- Present

**Technology Editor**

* Full reporting on DC technology and news weekly
* Editorial responsibilities for entire technology section writers
* Content creation and contribution for graphics, data and social media
* Exploration through journalism of the intersection of journalism itself and the growing technology sector

**The Bill of Rights Institute** January 2017 - May 2017

**Marketing Intern**

* Developed new marketing strategy for multiple educational projects
* Content creation and organization for all social media
* Budgeting and planning for non-profit funding for marketing projects
* Email and media marketing or both teachers and students
* Implementing new projects geared towards student including gamification of civic history and APUS content

**Cengage Learning** May - August 2016

**Communications and Technology Intern**

* Wrote articles, managed social media, planned events, provided administrative support, shot and edited video interviews, created company-wide content and images, as well as wrote newsletters and memos
* Organized employee engagement events, helped shape the evolving corporate culture, advanced business priorities, and projected their growing reputation as an ed-tech leader through PR and events
* Copy edited and published multiple articles for the internal communications and technology teams

**The Warren Group, Boston MA** June 2015- August 2015

**Editorial Intern and Beat Reporter**

* Published on cover of weekly and monthly publications, such as The Banker and Tradesman newspaper and The Commercial Record Magazine.
* Edited web and online content and had hands-on experience in both publishing and producing state-wide newspapers and magazines
* Covered my own beat in business and real estate reporting in Massachusetts and Connecticut with supervision of Editor in Chief Cassidy Murphy
* Rewrote press releases, researched and cultivated sources, and produced multimedia presentations and photography

**The George Washington University, Washington DC** October 2014-Present

**Division of Development and Alumni Relations**

**Student Assistant for Advancement Services and Constituent Relations**

* Interviewed, wrote, and edited articles for the alumni blog about alumni who have achieved and contributed to their communities; report back to Associate Director and Editor of Communications to consistently work on new leads
* Assisted with other projects in support of development operations at the discretion of the Associate Vice President of Advancement Services and Assistant Vice President of Constituent Relations while maintaining constituent confidentiality
* Duplicated and corrected data for multiple information systems that store the records of GWU alumni and members with the Biographical Records staff