

JENNA "JAY" MOSCHELLA

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Summary

Dedicated Communications Specialist with over 7 years of experience covering external and internal communications. Known for exceptional organization and prioritization skills to manage multiple, concurrent projects. Eloquent writer with a track record of creating consistently engaging content. Highly-motivated employee with desire to take on new challenges. Strong work ethic, adaptability and exceptional interpersonal skills. Adept at working effectively unsupervised and quickly mastering new skills. Committed job seeker with a history of meeting company needs with consistent and organized practices. Skilled in working under pressure and adapting to new situations and challenges to best enhance the organizational brand.

Skills

- Social Media Management
- Community Relationship Building
- Copywriting
- Campaign Development
- Media Relations
- Problem-Solving
- Advertising and Marketing
- Email Marketing
- Media Communications
- Marketing

Relevant Work Experience

YWCA Princeton | Princeton, NJ
Major Gift and Grant Coordinator
5/2024 - Present

- Organize and produce grant LOIs, RFPs, grant reports for various foundations, organization, and government grants, focusing in early childhood education, ESL and workforce development programming, advocacy and racial justice, and the Breast Cancer Resource Center
- Develop and manage annual giving and legacy giving programs
- Track grant reporting to create an annual report

Rider University | Lawrenceville, NJ
Adjunct Professor
09/2022 - Present

- Faculty member in the Department of Performing Arts, as well as the Bonner Honors College, lecturing on modern media trends and usage.
- Mentor students in the development of their research skills and critical thinking abilities.
- Assist in curriculum design for new courses or programs based on current educational trends and standards.
- Participate in departmental meetings to discuss teaching strategies and professional development opportunities.
- Facilitate active learning through class discussions, group activities, and individual projects.

Maurer Productions | Various Locations
Production Assistant
05/2023 - Present

- Record live events, such as plays/musicals, dance recitals, and cultural performances.
- Transport and set up video and audio equipment on location, adapting to each location's layout.
- Edit video and photos using Adobe Edit Suite applications.

HomeFront | Lawrenceville, NJ
Marketing and Communications Specialist
08/2022 - 09/2023

- Developed and executed multi-platform marketing and social media strategies to support organizational goals.
- Created content for digital and print materials, including websites, emails, brochures, and press releases.
- Managed vendor relationships, oversaw multiple projects under tight deadlines, and analyzed performance to optimize future campaigns.

The Center for
Research on Ending
Violence (*Formerly The
Center on Violence
Against Women and
Children*) | New
Brunswick, NJ
**Multimedia
Specialist**
07/2021 - 07/2022
One Year Contract

- Created video, graphic, and audio content to present research on interpersonal, gender-based, and LGBTQ+ violence to broad audiences for educational use.
- Translated complex technical information into clear, compelling copy.
- Designed and edited multimedia assets for websites, ensuring high-quality final products.
- Managed projects from concept to completion and provided technical support to team members.
- Contributed to strategies for impactful visual content and regularly updated digital materials to ensure accuracy and relevance.

**Freelance Production
Assistant for Video
and Audio**
01/2015 - Current
Various Locations

- Video and audio recording for feature length/short films, music videos, product promotion, e-lectures, auditions, website building, and other such events.
- Provided technical support during live broadcasts or recordings.
- Prepared sets by transporting equipment and supplies to location; positioning people and props.
- Assisted in troubleshooting technical issues related to audio equipment.

Toms River East HS
Eastside Theatre
Company | Toms
River, NJ
**Technical Director,
Event Producer**
09/2019 - 06/2021

- Technical direction of 3 on-stage productions (Alice in Wonderland (NOV 2019), Grease (MAR 2020), Godspell (MAY 2021))
- Video edited (Final Cut Pro X) and OBS live stream produced 3 productions; Fall Showcase (OCT 2020), Thornton Wilder's Our Town (NOV 2020), and Winter Showcase (DEC 2020)
- Supervised crew members in the setup, operation and maintenance of all technical systems.
- Performed troubleshooting on equipment to resolve any issues that arose during shows or rehearsals.
- Prepared budgets for upcoming projects based on anticipated costs associated with labor, materials, rentals and other expenses.

Other Relevant Experience

- In Death's Company - Social Media Manager - Contract 08/2023 - 01/2024
- Allstate - Expert Insurance Solutions - Social Media Manager - 12/2020 - 06/2021
- Cygnet Infotech - Short-Term Contract Video Editor - 08/2019 - 10/2019
- Breaking Through The Box Theater Company - Communications Chair, One Year Contract - 04/2016 - 06/2017

Education and Training

Rutgers University | New Brunswick, NJ
Masters of Communication and Media in Digital Media, concentration in Ethics
Rider University | Lawrenceville, NJ
BA Theatre, BA Communication Studies

References

John Maurer | Maurer Productions - 609 - 213 - 6582
Relationship: Current Part-Time Employer

Jenna Sliwinski | HomeFront - 609 - 477 - 3286
Relationship: Former Colleague

Sarah McMahon | The Center for Research on Ending Violence - 848 - 932 - 4393 x 24393
Relationship: Director of The Center