

# JENNA "JAY" MOSCHELLA

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## Summary

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Dedicated Communications Specialist with 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

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

## Relevant Work Experience

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YWCA Princeton |  
Princeton, NJ

### Major Gifts and Grants 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 programming, and the Breast Cancer Resource Center
- Develop and manage an annual giving and legacy giving program
- Tracking grant reporting to create an annual report

HomeFront |  
Lawrenceville, NJ

### Marketing and Communications Specialist

08/2022 - 09/2023

- Created media content and press releases for distribution to social media accounts, website, and publications
- Created and implemented social media strategy across multiple platforms to increase viewership and interaction.
- Developed and implemented marketing campaigns to support organizational goals.
- Created content for websites, emails, brochures, press releases and other materials.
- Managed relationships with external vendors, including advertising agencies and media outlets.
- Generated reports documenting performance of marketing efforts.
- Evaluated effectiveness of current strategies and made recommendations for improvement.
- Managed multiple projects simultaneously under tight deadlines.
- Composed effective copy for websites, blogs, email campaigns, social media posts, print materials.

The Center for Research  
on Ending Violence  
(Formerly The Center on  
Violence Against Women  
and Children) | New  
Brunswick, NJ

- Created video and graphic content on interpersonal, gender based, and LGBTQ+ related violence research, analyzing and presenting it to a wide audience for educational purposes.
- Translated complex technical information into concise yet compelling copy.
- Created graphics, animations, videos, and audio files for web pages.
- Edited existing videos and audio files to ensure the highest quality output.
- Organized the development process from concept through completion.

### **Multimedia Specialist**

07/2021 - 07/2022

- Provided technical support to colleagues when working on projects.
- Assisted in developing strategies for creating high-impact visual content.
- Monitored detailed data and links on company websites and other documentation and corrected and updated to keep current.

Rider University |  
Lawrenceville, NJ

### **Adjunct Professor**

09/2022 - Current

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

### **Freelance Production Assistant for Video and Audio**

01/2015 - Current

Various Locations

- Record musicals/plays, recitals, 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.
- Monitored scene progress and assisted with any adjustments needed by the director.
- Prepared sets by transporting equipment and supplies to location; positioning people and props.
- IMDb Credited
- Assisted in troubleshooting technical issues related to audio equipment.
- Organized cables, cords, batteries, receivers, transmitters. prior to each shoot day.

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**

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- 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 - Contract Video Editor 08/2019 - 10/2019
- Breaking Through The Box Theater Company - Communications Chair - 04/2016 - 06/2017

## **Education and Training**

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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**

## **Certifications**

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- Communicating with Emotional Intelligence certificate - LinkedIn
- Social / Behavioral / Epidemiologic Research Investigators - CITI program
- Tips for Working Remotely - LinkedIn