



JENNY DESTEFANO  
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 jdestefanomedia.com

## skills.

- **CMS Production**
  - WordPress, AEM
- **Video Editing, Processing & Software**
  - Panda, MPX, VPOST
- **File Sharing**
  - Daisy, Frame, Deal
- **Adobe**
  - Premiere Pro, PhotoShop, InDesign,
  - XD, Illustrator, Audition
- **HTML & CSS**
  - GitHub
- **Visualization Tools**
  - DataWrapper, Headliner,
  - Juxtapose, Canva
- **SEO**
  - Google Trends, Analytics
- **Social Media**
  - FaceBook, X, TikTok, YouTube Shorts
  - Snapchat, Instagram, Threads
- **Microsoft Office & OneDrive**
- **Meta Business Suite**
- **Project Management**
  - Asana, AirTable, Sprout Social
- **Associated Press Writing Style**
- **Figma**

## education.

**S.I. Newhouse School of Public Communications; Syracuse University, 2020 - 2024**

- B.S. Magazine, News and Digital Journalism
- Summa Cum Laude, 3.92 GPA
- Dean's List all semesters
- Invest in Success Scholar

## honors.

- CMA Pinnacle Awards Best Multimedia News Story, First Place Winner
- Society of Professional Journalists Mark of Excellence Award Finalist
- Associated Collegiate Press Clips & Clicks Contest Second Place Winner
- William Glavin Award for Excellence in Magazine Writing Nominee
- Syracuse Press Club Award Finalist

## experience.

**MULTI-PLATFORM SOCIAL & DIGITAL MEDIA COORDINATOR, TLC | Warner Bros. Discovery**

**JUNE 2024 - PRESENT (TEMP) | NEW YORK, NY**

- Spearhead social production, distribution and management of TLC Network Tuesday night shows and "90 Day Fiancé: Before the 90 Days" across social platforms and YouTube Shorts, including "1000-lb Sisters," "1000-lb Best Friends," "My Big Fat Fabulous Life" and more, following all assets end-to-end from ideation through publication
- Select and edit 3-4 vertical videos for weekly episode in Premiere
- Edit 2-3 horizontal videos for weekly episode press exclusives in Premiere
- Craft concise, in-touch copy for captions, using appropriate hashtags
- Schedule all assets in publisher at assigned dates and times in Sprout Social
- Assist with social shoots on set as needed, performing interviews with talent and helping capture original, social-first vertical content
- Design, maintain and upload weekly programming menu to Instagram story using Canva
- Lead and perform Monday night live tweeting and tweet metric reports
- Provide production, press and marketing teams with performance updates and statistics during weekly meeting
- Contribute article-building and affiliate links to approximately 5 commerce articles weekly for tlc.com using Adobe Experience Manager (AEM)

**E! CREATIVE MARKETING INTERN | NBCUniversal**

**SEPT. 2023 - APRIL 2024 | REMOTE**

- Assist with daily footage-hunting and editing tasks for E! Entertainment and NBCU symphony television shows and projects, including "House of Villains," "Botched," "Live From E!," "TED" and "OMG Fashion"
- Extract and edit together footage of talent from "House of Villains" for cast highlights to be posted and circulated on social media
- Assisted scriptwriting for "House of Villains" episodic
- Pitch ideas for themed social media highlights
- Contribute personal creative brainstorm ideas for "House of Villains" strategy development, including cast announcement and brand campaign
- Assist development of creative strategy decks in graphic design and copy creation

**E! NEWS NEW MEDIA INTERN | NBCUniversal**

**JUNE-DEC. 2022 & JUNE-AUG. 2023 | REMOTE**

- Encoded, processed and published over 5 E! News Now videos per day
- Extracted and processed highlight clips of "Denise Richards: It's Complicated" and "Tia & Tamera" for YouTube library weekly
- Processed approximately 50 celebrity Glambot clips for People's Choice Awards 2022 with tight turnaround
- Uploaded minimum 14 aggregated videos to YouTube shorts per week
- Assisted in processing "Daily Pop" highlights daily
- Created and circulated video metadata
- Coordinated with other entertainment interns on culminating pitch project

**COPY EDITOR | University Girl Magazine**

**AUG. 2022 - MAY 2024 | SYRACUSE, NY**

- Edit and publish 5 writers' articles for magazine's bi-annual print edition
- Produce, self-edit article for print editions
- Assist with photo shoots, editorial material for print editions
- Circulate communication from writers to Editors-in-Chief