

# JANN BEDAYO

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## EDUCATION

Wayne State University - Detroit, Michigan

Graduation: May 2024 | GPA: 3.94

BA in Communication Studies – Minors: Psychology and Gender, Sexuality, & Women's Studies

## PROFESSIONAL EXPERIENCE

**Freelance Social Media Manager** | Hairlines Salon & Spa, Shelby Township, MI

July 2024 – Present

- **Produce photo and video content to promote the company on Instagram and Facebook** utilizing **Canva** and **CapCut**.
- **Research and strategize new social media marketing approaches to grow audience engagement.**
- **Update and create pages on the website** through the SalonBuilder (website builder and software tool).

**Marketing & Communication Intern** | Brose, Auburn Hills, MI

March 2023 – April 2024

- **Co-led the North American social media team and produced, posted, and managed social media content** to promote the company, events, and monthly observances on North American channels including **Instagram, Facebook, and LinkedIn**.
- **Updated the entire external US website through effective communication** with multiple regional employees and **created a Diversity page, learning and implementing website editing skills.**
- **Generated content for the local intranet** including articles and **supported the coordination of internal and external events (set up, photography, communication).**
- **Created purchase orders** for products and handouts on behalf of the communication team.

**Marketing & Communication Intern** | ZERO – The End of Prostate Cancer, Alexandria, VA

June 2022 – August 2022

- Assisted in **creating and scheduling social media content** to promote the company, events, and monthly observances on Instagram, Twitter, Facebook, and LinkedIn.
- **Edited and uploaded event compilations to TikTok and Instagram reels to increase user engagement.**
- Assisted in the creation of digital and **social media event marketing materials** for upcoming events.

## ACADEMIC INVOLVEMENT

**Executive Board Member: Co-Creative Director of Filipino Student Society** | Detroit, MI May 2021 – April 2022

- **Produced, promoted, posted, and managed social media content** for events on Instagram and Facebook **gaining over 200 followers.**
- **Co-led and managed the Advertising and Productions Committee** for the Philippine Cultural Night event that produced and promoted social media content, printed and assembled 370 tickets and 99 programs, and **contacted and hired the photographer/videographer.**
- **Produced and co-hosted a summer podcast** and uploaded it to **YouTube.**
- **Documented internal and external events** using a **Canon camera.**

## SKILLS

**Technical:** Proficient in Microsoft Office, Slack, Sprout, Graphic Design, Canva, Adobe Software, Copywriting, Customer Service, and Event Planning

**Interpersonal:** Attention to detail, Creative, Strong work ethic, Collaborative, Multi-tasker, Determined, Adaptable, and Organized