

Jenny Durnan

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www.jennydurnan.com

Professional Objective: To gain a position where I can successfully use my talents and problem solving abilities in internet marketing, new media, public relations, and marketing strategy.

Education

University of Nevada, Reno, December 2005

- B.A. Reynolds School of Journalism; Public Relations and Advertising
- Marketing Minor
- Major Grade Point Average 3.6/4.0

Experience and Employment

Web Content Specialist | Renown Health

Reno, NV

December 2006 – Present

- Research, develop, and implement digital marketing strategy and tactics to support brand platform
- Oversee design and development of specialty microsites such as 10amazingstories.com
- Design, implement and report on quarterly eNews sent to 1000 subscribers
- Develop and oversee web content on renown.org and corporate intranet
- Train and provide technical support for content management system users
- Act as digital media advisor to service lines and marketing communications department
- Manage vendor and agency relationships

Editor/Coordinator | Scitech, ScienceNetwork WA

Perth, Western Australia

May 2006 - November 2006

- Managed all online content and design of ScienceNetwork WA
- Supervised team of 10 freelance science journalists, editing over 10 stories a week
- Published monthly eNewsletter distributed to 5000 subscribers
- Built lasting relationships with government, media, educational institutions, and other non-profits
- Planned special events
- Managed the Science Ambassadors, a group of 120 leading Western Australian scientists
- Responsible for \$100k budget

Public Relations Intern | Reno Sparks Convention and Visitors Authority

Reno, NV

June 2005-December 2005

- Developed 15 press releases distributed to more than 25 publications and published by the Sacramento Bee, Reno Gazette Journal, and many web based tourism sites
- Crafted more than 25 public service announcements, boiler plates, advertorials, facts sheets and media advisories
- Managed all give-aways for special events such as the Professional Bull Riders National Finals
- Planned and executed special event research, resulting in over 1000 surveys being taken and analyzed
- Authored stories for quarterly newsletter for 250 employees
- Worked 20 hours a week while maintaining full course load

Publicist |Reno Rodeo Cattle Drive

Reno, NV

Summer 2005

- Developed relationships and coordinated with 3 TV stations, 10 print media, and 2 radio stations
- Featured on-air on 2 Reno radio stations promoting daily "Tales from the Trail"
- Crafted press releases and media advisories, received coverage on all 3 local TV stations, 2 local radio stations and Seattle ABC affiliate

Writer | University of Nevada, Reno

Reno, NV

November '04-August '05

- Published story in Reno Magazine (CIR. 11,000) promoting Vintage Nevada Wine Tasting event
- Publicized highly successful Vintage Nevada Wine Tasting exceeding 2004 attendance by 15%
- Wrote over 50 articles for university's three publications and website

**President |Theodore Conover Public Relations Student Society of America Chapter
Reno, NV**

May 2005-December 2005

- Created organization's first for profit venture assisting local businesses with surveys at special events
- Raised \$10,000 in 3 months - highest total in chapter's 35 year history
- Planned and executed club "speed networking" event matching students with local PR professionals
- Increased membership by 25% by overhauling all recruiting efforts
- Completely overhauled Chapter newsletter

Portfolio and References Available on Request