

# Jada Pledger

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## EDUCATION

### The University of Michigan (Transferred Fall 2024)

BA in Communication & Media Studies (Strategic Communications and Public Engagement)

Cumulative GPA: 3.5

Ann Arbor, MI

May 2026

### Fordham University

New Media and Digital Design

New York, NY

2022 - 2024

## RELEVANT WORK EXPERIENCE

### NVE Experience Agency (Current Client: Liquid I.V)

Strategy & Communications Intern

New York, NY

January 2025 - Present

- Develop experiential marketing initiatives by conducting market research, competitive analysis, and consumer insights to inform strategic campaigns for high-profile clientele
- Collaborate with Director of Strategy to manage projects, provide counsel to creative team, track performance metrics, and optimize marketing strategies for impactful experiential activations

### The Damage Zone Smash Therapy

Media Planning Intern

Present

Detroit, MI

January 2025 -

- Spearhead the development of turn-key strategic media campaign aimed at increasing revenue from \$15K to \$75K by year-end, managing a \$5,000 budget and collaborating with client to ensure strategic alignment with business goals
- Manage the production of content while conducting macro-environmental research to understand optimal social media marketing channels

### Linktree

Business Development Intern

Remote

January 2025 - Present

- Primary account manager of 3 influencers with an emphasis on new product utilization on omnichannel communications
- Evaluate product feedback, sharing insights to inform future iterations and improvements

### University of Michigan OptiMize

Social Media Intern | Corporate Communications & Marketing Team

Ann Arbor, MI

July 2024 - Present

- Execute a content calendar for optiMize, overseeing design coordination and posting 15+ targeted pieces monthly across Instagram, TikTok, and company website to increase visibility among UofM
- Reached 106% more accounts and increased follower count by 16.6% within the first 90 days
- Develop marketing and PR materials for initiatives that align with student community goals.

## LEADERSHIP & PROFESSIONAL DEVELOPMENT

### SEO Career

SEO EDGE Participant

New York, NY

September 2024 - Present

- Receive coaching and online instruction to achieve targeted interview, technical, and professional developmental goals
- Learn business fundamentals to compete successfully for internship opportunities
- Complete industry-specific training and assessments focused on developing technical skills, institutional knowledge, and attention to detail

### Michigan REACH | Social Media & Entertainment Club

Co-President

Ann Arbor, MI

August 2024 - Present

### OptiMize Social Innovation Challenge

Entrepreneurship Pitch Competition

Ann Arbor, MI

August 2024 - Present

## CERTIFICATIONS

Inside LVMH (Creation & Branding, Retail & Customer Experience); Hootsuite Platform Certification (Advanced Uses); Hootsuite Social Media Marketing Professional; Thematic Business Development and Sales

## SKILLS & CORE COMPETENCIES

Corporate Communications | Content Strategy | Campaign Development | Project Management | Campaign Analytics | Partnerships | Market Research | B2B/B2C Marketing | SEO | Crisis Communication | Copywriting | Adobe Creative Suite | Google Analytics | Hootsuite | Excel | Canva | Microsoft 365