



## CONTACT



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## EDUCATION

### B.A. – COMMUNICATIONS (PR EMPHASIS)

Brigham Young University  
Provo, UT – April 2019

Magna Cum Laude (3.99 GPA)  
Minors in Design & Japanese  
Best Reporter on Campus, 2016

## SOFT SKILLS

Effective Leadership

Key Relationship-building

Understanding Key Audiences

Exceptional Written & Oral  
Communication

Organisation & Streamlining

Succinct & Natural Copywriting

Social Media & Communications  
Strategy

High-quality content creation

## PROFILE

Warm, confident, and people-oriented communications professional with a passion for the gospel of Jesus Christ, a mind for streamlined organization, and a knack for connecting with people—both online and in person. Exceptional writing abilities, a deep understanding of key audiences, and a commitment to excellence combine for storytelling-based strategies that build loyal audiences and motivate action.

## PROFESSIONAL EXPERIENCE

### COPYWRITER & MEDIA CONSULTANT

Freelance | Island Park, ID | Jul 2019 – Present

- Creating strategic campaigns and writing copy for TV, radio, print, and social media ads featured all over the U.S. and internationally
- Consulting clients on effective corporate storytelling, video production, interview strategies, and web content

### GOVERNMENT RELATIONS INTERN

Policy Impact Communications | Washington D.C. | Jun – Aug 2019

- Attended meetings to advocate for clients on Capitol Hill
- Participated in overarching strategic decision-making for both company and clientele
- Wrote press releases and earned media placements for clients

### STUDENT ACCOUNT SUPERVISOR

G20 Interfaith Forum | Provo, UT & Tokyo, JPN | Jan – Jun 2019

- Oversaw a large-scale international PR effort and re-brand involving over 20 countries, spearheading both strategy and execution
- Coordinated efforts of Earned Media, Traditional Media, Owned Social Media, and Digital teams for a unified campaign
- Served as the communication liaison between the client and our PR firm, ensuring high-quality customer service
- Ran social media accounts and wrote newsroom articles while covering the event in Japan, attended by international religious/political leaders

### GHOSTWRITER

Echelon Copy | Provo, UT | Jan – Apr 2019

- Crafted engaging articles in the voice of clients for publications like Forbes, Entrepreneur, etc.
- Employed SEO and PR-based tactics while writing authoritatively on unfamiliar topics with little guidance



JaAnne Wadsworth

## PROFESSIONAL EXPERIENCE | CONTINUED

### MARKETING DIRECTOR

Business Legal Management, LLC | Dallas, TX (Remote) | Jan – Apr 2019

- Designed, strategized, and implemented a full-scale email marketing campaign aimed at over 1,000 for-profit schools
- Re-designed the company website and created engaging content to build relationships and capture sales

### PUBLIC AFFAIRS & MEDIA INTERN

The Church of Jesus Christ of Latter-day Saints | Auckland, NZ | Aug-Nov 2018

- Scripted, directed, and produced a 10-minute professional video
- Earned top-tier media placement and record-high social media engagement through news stories and original video content
- Met with (and video interviewed) government ministers in Fiji to initiate a campaign to help struggling youth

### JAPANESE TEACHER

Provo Missionary Training Center | Provo, UT | Jan 2017 – Jan 2018

- Effectively discerned the individual needs of over 50 missionaries, using leadership abilities to help them overcome emotional obstacles and gain teaching skills through an intensive nine-week language immersion program
- Employed creative strategies to communicate effectively with missionaries using only Japanese, despite them not knowing a word of the language

### NEWS REPORTER

The Daily Universe (University Newspaper) | Provo, UT | Aug – Dec 2016

- Wrote multiple front-page articles in a beat that doesn't normally garner attention (fine arts) by building key relationships
- Sought out interesting stories that consistently brought more readership than editor's assigned stories
- Consistently produced high-quality journalism, earning the "Best Reporter on Campus Award"

### CUSTOMER SERVICE & PUBLIC RELATIONS

Zennoa, LLC | Orem, UT | Aug – Dec 2016

- Competently protected customer satisfaction and company image through two major crises involving over 700 orders
- Smoothed out website and shipping glitches for over 3000 overseas customers
- Trusted to work independently and be versatile in a small startup

## TECHNICAL SKILLS

Photography

Graphic Design/Website Design

Videography & Video Editing

Journalistic Interviewing

MS Office

Adobe Suite

Familiar with BuzzSumo, Meltwater, Facebook Business Manager, Skipio, Zoho, & Cision

## LANGUAGES

English (★★★★★)

Japanese (★★★★)

Spanish (★★)

## MEMBERSHIPS

Kappa Tau Alpha

Communications Honor Society  
Mar 2018 – Present

## REFERENCES

Available Upon Request