Jessica Reese Medwin
NY, NY| jessmedwin6@gmail.com | 305-979-4462 | Linkedin: Jessica Reese Medwin

PROFESSIONAL EXPERIENCE

Second Home Social, *Hybrid*
Social Media Coordinator **April 2025 - Present**

. First hire supporting the founder in scaling a startup agency focused on influencer growth and digital strategy.

. Lead Snapchat content management, driving engagement and monetization for a roster of creators.

. Support the execution of brand campaigns and platform strategy, working closely with talent such as Olivia Walker, Tefi Pessoa, and Serena Kerrigan.

PURPLE PR, *NYC*
Beauty PR Intern **June–August 2024**

. Tracked and clipped 300+ pieces of media coverage for brands including Refy, Augustinus Bader, and Parfums de Marly

. Spearheaded product send-outs to over 100 top-tier editors, influencers, and stylists for brands such as Refy, Makeup by Mario, Maison Francis Kurkdjian, Parfumes de Marly, Le Labo, and Sol de Janeiro resulting in notable placements in *Vogue*, *Allure*, and *The Cut*

. Drafted and personalized pitch emails that contributed to earned media coverage in top publications for clients like ILIA Beauty and Makeup by Mario, including support for the launch of the brand's Bronzing & Shaping Serum

Ruff Communications, *Virtual Intern*
Beauty PR Intern **September 2023 - January 2024**

. Conducted comprehensive media reports for clients

. Assisted in crafting compelling pitches, contributing to successful media placements in publications such as Allure, Vogue, and Cosmopolitan

Miami Swim Week, *Miami, FL*
Social Media Marketing **May – August 2022**
June 2024

. Created all social media stories during Miami Swim Week and successfully increased the brand's online presence

. Formed a deep understanding of target audience while providing engaging content, and reporting on performance metrics

We Are BMF Public Relations*, NYC* **June - August 2023**
PR Intern

. Created pitches, conducted audits, collaborated on new client decks, and actively managed digital media channels

. Compiled and distributed weekly trend and media reports

Select Models Miami*, Miami, FL & Virtual at UW- Madison* **July 2022 – March 2023**
Stylist, Social Media Management, and Images Intern

. Selected and styled clothing and accessories as well as choosing high-quality images based on client demands

. Demonstrated my attention to detail, creativity, and an understanding of current fashion and photography trends

Shawn Warren Jewelry*, NYC* **August 2023 - August 2024**

. Part- Time social media and sales rep

Who's That Girl? LLC **January 2021 - Present**
Founder

. Responsible for jewelry product development, marketing, financial management, and customer service

EDUCATION

University of Wisconsin, School of Human Ecology, *Madison, WI* **Early Graduation, Fall 2024**
Bachelor of Science in Consumer Behavior Marketplace Studies | Certificates in Entrepreneurship and Digital Studies

. *GPA:* 3.772

. *Study Abroad:* CEA Abroad Madrid Spring 2024 **Spring 2024**

. *Dean's Honor List:* Spring 2021, Fall 2022, Fall 2023

SCHOOL CLUBS & ORGANIZATIONS

Badgers Against Hate, ***Co-Founder & President*** **October 2023 - 2025**

. Featured in prominent publications, including the Washington Post and Wisconsin State Journal. Successfully raised over $40.5K

Runway of Dreams, ***Marketing and Social Media VP*** **February 2023 - May 2024**

. Club's marketing and communications assets leader and creative leader of mission awareness. **September 2022 - 2024**

Alpha Epsilon Phi Sorority, ***Former Design Chair*** **September 2021- 2023**

. Charged with promoting the chapter and its events in the community while creating and implementing marketing and advertising campaigns, maintaining the chapter's social media accounts, and designing promotional materials

CERTIFICATE: INSIDE LVMH CERTIFICATE