

# Jennifer-Biana Gelman

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## Work Experience

### **Social Media & Partnerships Manager**

*Bebonia- Curly Hair Extensions*

Posted on Pinterest, TikTok, & YouTube. Worked on engaging TikTok's, created monthly weekly YouTube videos, created & edited content (photos and videos), and pitched to brands/influencers for collaborations. Helped organize and manage quarterly photoshoots.

### **Social Media & Partnerships Manager**

*Jaime- The Relationship Expert*

- Posted on Instagram, Facebook, Pinterest, & TikTok. Worked on engaging IG stories, created monthly Mailchimp newsletters, created & edited content (photos and videos), and pitched to brands/press for collaborations.

### **Social Media & Partnerships Manager**

*That's Dope - Party Game*

- Posted on Instagram, TikTok, and Pinterest. Created & edited content (photos and videos), and pitched to influencers & press for collaborations.

### **Social Media Manager**

*NutraFitz- Organic & Vegan Supplements*

- Posted on Instagram, Facebook, and Pinterest. Created & edited content (photos and videos), and pitched to influencers & press for collaborations.

### **Social Media & Partnerships Manager**

*Clarity- The Relationship App*

- Posted on Instagram, Facebook, Pinterest, & TikTok. Worked on engaging IG stories, pitched to influencers/press for collaborations. Managed a team of six interns, and held team strategy meetings. Also worked on copywriting for posts and pitches.

### **Marketing & PR Intern**

*Nuchas - Empanadas*

- Posted on Instagram and Facebook, created content (photos and videos), created Mailchimp newsletters, and pitched to influencers/ press for collaborations.

### **PR/Social Media Intern**

*BHL Productions (Brittney Hope Levine)*

- Helped write TV segments, posted on IG, worked on WordPress website, and used Cision to contact producers and publicists.

### **Youtuber : [www.Youtube.com/JenniferBiana](http://www.Youtube.com/JenniferBiana)**

- Increased sales of products and services from brands such as Poshmark, Rue 21, Hush, etc.

## Education

### **State University of New York at New Paltz (SUNY)**

Magna Cum Laude: BA in Theatre Arts Performance & BS in Biology (2020)

### **Rutgers University**

- M.S in Public Relations (2022)