

# Jenna Jedry

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## EDUCATION

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**West Virginia University**, Morgantown, WV May 2026  
Pursuing a Bachelor of Science in Business Administration *GPA: 4.0*  
Major: **Marketing** | Area of Emphasis: **Digital Marketing Promotions**  
Minor: **Professional Sales**

## SALES & MARKETING EXPERIENCE

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**ADP | Coraopolis, PA** June 2025-August 2025

### Digital Sales Intern, Insurance Services

- Completed 1,594 outbound calls, generating 25 qualified leads and contributing to 4 closed units totaling \$7,351 in revenue.
- Leveraged cold calling, objection handling, and solution-based selling to engage small business owners on workers' compensation and Pay-by-Pay solutions.
- Strengthened interpersonal communication through daily client interactions in a fast-paced sales environment.
- Collaborated with Account Executives to transition leads and gained hands-on exposure to the full sales cycle using Salesforce CRM.

**West Virginia University | Morgantown, WV** August 2025-October 2025

### Selling with Digital Media Course

- Built a multi-platform wellness brand targeting college students and young adults, creating authentic content across Instagram, Facebook, Pinterest, Twitter, LinkedIn, and YouTube.
- Developed and executed a social media strategy posting 3x per week, using Canva, trending hashtags, and analytics to optimize engagement, reach, and follower growth.
- Increased engagement across platforms, with strong growth on YouTube and positive audience interaction.

**West Virginia University | Morgantown, WV** January 2025-May 2025

### Professional Selling Project, Sales Play Pros

- Sourced leads, built targeted prospect lists, and qualified buyers using ZoomInfo and other sales tools.
- Executed outreach through cold calls, structured emails, and discovery calls to assess prospect needs and align solutions.
- Pitched sponsorship opportunities for a national virtual career fair, strengthening skills in prospecting, objection handling, and value-based communication.

## WORK EXPERIENCE

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**Treesdale Golf & Country Club | Mars, PA** May 2024-August 2025

### Pool and Restaurant Server

- Delivered high-quality service across dining and outdoor areas, building strong guest relationships and ensuring repeat business.
- Anticipated guest needs with personal recommendations and upselling, boosting satisfaction, revenue, and overall team efficiency.

## EXTRACURRICULAR ACTIVITIES

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**Member, American Marketing Association (AMA) and Sales Club, WVU Chapter** August 2024-Present  
**Member, Kappa Kappa Gamma Sorority** September 2023-Present

## TECHNICAL SKILLS & CERTIFICATIONS

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- Digital Marketing Simternship (Stukent), 2025, Microsoft Office 365, CITI Program Abbreviated Social/Behavioral Research Training (Human Subject Research) Course Completion, HubSpot Academy – Email Marketing, Hootsuite — How to Use Hootsuite, SEMrush Academy — SEO Essentials, Google Analytics, Experience in SPIN Selling method, Slippery Rock University Honors College Member