**JADEN ESQUIVEL**

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**EDUCATION**

**University of North Carolina at Chapel Hill — expected May 2025**

B.A., Media and Journalism (advertisement/ public relations)

**EXPERIENCE**

**Melinda Jackson PR Intern,** Durham, N.C.

Public Relations Intern, August 2023- Present

* As an intern for MJPR, I'm in charge of assisting her with our clients. Some of my tasks include research, creating press releases, creating documents and Excel sheets for clients, and brainstorming new ideas for our client's goals. I am working on growing my PR skills and learning how to grow our client's goals and achieve them. I spend time staying organized through my tasks and send them in a timely matter to help our clients.

**Coulture Magazine (through The Hussman School of Media and Journalism)** Chapel Hill, N.C.

 Beauty Editor/ Model, August 2022- Present

* As the Beauty Editor, I’m in charge of running the beauty staff, creating makeup looks for the photoshoots, organizing times to meet to plan for the shoots, doing makeup for the models, editing articles for the magazine and proofreading, and being a leader for my team.
* As a model, I participate in creative shoots developed by the students and editors to be featured in our newest issue of the magazine. <https://coulture.org/>

**Girl Style Boutique**

*Content Creator/Model June 2023- present*

* Modeled for social media pages and for website of new arrivals.
* I would create engaging content for their TikTok and Instagram accounts using photos and editing videos.

**Sun Fun Rentals LLC,** Carolina Beach, N.C.

Rental Coordinator and Social Media Assistant, June 2020 — August 2023 (Seasonal)

• Golf Cart rental coordinator for Carolina Beach’s best golf cart rental, sales, and service company on the island. Partnered with Advanced EV, I would schedule rentals, give the rentals to the customers, and stand by for any customer service needed. During my time here I have also assisted with work on our social media platforms. Creating ideas for content and marketing and posting on our platforms.

• My top skills were focused on communication with customers in person as well as over the phone. I also worked well in helping customers book rentals and reservations online without a booking system, ensuring them the best deal as well as providing all the information on our products and services.

 **Z Magazine/ Z Agency,** Chapel Hill, N.C.

Social Media Content Creator and Member of Student-Run PR Agency, August 2022- May 2023

• As a member of Z Magazine, our goal is to make a fashion magazine that is for Gen Z run by Gen Z. My role as a part of this student-organized fashion magazine was to run our social media platforms specifically Instagram. I had to come up with ideas that focused on the image and aesthetic of our brand and frequently post the content generated.

• Now I focus on being a member of Z Agency which is an advertising and PR agency that is a branch of the creators of Z Magazine. As a member, I still focus on the same roles from the fashion magazine, but I also have created ideas for photoshoots, and campaigns, and worked with other local businesses for PR assistance. One business we are partnered with is Uniquities fashion boutique in Chapel Hill. Our most recent project was working alongside Fenty Beauty in marketing their newest mascara launch called HellaThic. We created various forms of content through photoshoots, videos, and content made on our own.

For more look at <http://www.zmagazine.co/>

Instagram: <https://www.instagram.com/_zmagazine/?hl=en>

**Durham Academy Summer (Through UNC PR Writing class)** Chapel Hill, N.C.

APPLE Intern, March 2023- May 2023

• Through my PR Writing course taught by Jules Dixon, we were assigned to choose a client to work with independently with our teams to showcase the skills and techniques we have learned thus far which will help us experience real-world work in the PR industry. Working alongside Katie Kantz, we were instructed on projects to work on to benefit Durham Academy Summer. Through grant writing and financial aid and inclusion, social media and marketing, and website content and app design, my team and I as student interns worked on these projects in our time outside of class.

Learn more at <https://www.da.org/summer/prospective-families?gclid=Cj0KCQjww4-hBhCtARIsAC9gR3asGJAHMsx9QW47XV0Yo-1wZyM3sHbIfeokcEYyT2wTufLtf_caoj8aAtKtEALw_wcB>

**Techniques in Motion,** Wilmington, N.C.

Dance Instructor Teaching Assistant, August 2018- August 2020

• Assisting ages 3- 18 years old, I specifically worked with ages 8-10 in hip-hop and lyrical classes at my local dance studio. I took my years of training and practice and assisted the teachers of the class with our students. Helping them learn technical skills, confidence, and most importantly having fun while expressing themselves through dance.

**ABOUT ME**

I am from Wilmington, North Carolina, I am a junior at The University of North Carolina at Chapel Hill, pursuing a major in Media and Journalism at the university's top public Ivy school. My career aspiration is to contribute to the beauty industry, specifically in the realms of public relations and social media marketing. My profound interest in beauty and wellness is deeply rooted in my upbringing as a competitive dancer, where I was constantly surrounded by the worlds of beauty and fashion, fostering a genuine passion for these subjects.

My academic journey at UNC-Chapel Hill has not only provided a solid foundation in digital storytelling, PR writing, and media ethics but has also allowed me to stay abreast of current beauty trends. I possess a comprehensive understanding of the industry's ever-evolving landscape, allowing me to bring a well-educated perspective to my work.

Furthermore, I am adept at working with customers, and assisting when needed. My experience has honed my ability to engage effectively with diverse audiences, and I take pride in offering valuable support to customers. Whether working independently or collaboratively as a team member, I leverage my fast visual learning abilities to contribute to projects efficiently.

Motivated by a steadfast commitment to personal and professional growth, I eagerly seize opportunities that not only contribute to my experiential knowledge but also enrich my character. I am dedicated to continually enhancing my skill set as I navigate the dynamic and exciting field of the beauty industry.

**SKILLS**

 WordPress; content creation; creating press releases; creating media alerts; Adobe Premier; Microsoft Word and PowerPoint; Canva creation; photo captioning; Fast Learner; Team Player; art and design; merchandise design; social media marketing; writing headlines; writing boilerplates; makeup artist; strong communication skills; selling products and services; friendly presence.

**CERTIFICATIONS**

* Recently I have been accepted into the FashMash program working to maintain a certificate in fashion marketing and communication and will complete this by May 2025.
* Adobe Premiere Pro
* Adobe Firefly
* Adobe Capture
* Adobe Photoshop
* Microsoft Word and PowerPoint