

JENSEN ARMSTRONG

jensen.d.armstrong@gmail.com | 940-337-8502 | Norman, Oklahoma | Willing to Relocate | Seeking Opportunities for May 2020

EDUCATION

University of Oklahoma

Master's in Strategic Communication | Present – Expected May 2020

Bachelor's in Public Relations | National Merit Scholar | Honors College | *cum laude* | May 2019

- Minor in Enterprise Studies | Minor in Management Information Systems
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SKILLS

- **Technical:** R, RStudio, Tableau, MS Project, Google Suite, Google Analytics, Qualtrics, SPSS, ESRI ArcMap, SQL, Microsoft SQL Server, HTML/CSS, JavaScript, Adobe Creative Suite (Photoshop, InDesign, Lightroom and Premiere), Hootsuite, PRIME Lingo, BluHorn, Blox CMS, Canva, Prezi, and Microsoft Office (incl. Excel, Access, SharePoint), and the ETL process
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EXPERIENCE

Gaylord College at the University of Oklahoma | Norman, Oklahoma

Graduate Assistant | Aug. 2019 – May 2020

- Teaching Assistant | Dr. Jensen Moore | Aid student learning in course called “Public Relations Principles, Origins and Practices”
- Research Assistant | Dr. Doyle Yoon | Edit and polish advertising research copy for publication
- Research and Teaching Assistant | Professor John Schmeltzer | Create a map of Native diaspora routes in ArcGIS and teach R

Open Justice Oklahoma at the Oklahoma Policy Institute | Tulsa, Oklahoma

Data Analysis Intern | May 2019 – Aug. 2019

- Build a statute search tool for the general public using the R coding language
- Write a published piece outlining the Oklahoma meth crisis' impact and relationship to the public push for state Medicaid expansion

University of Oklahoma Residence Life | Norman, Oklahoma

Resident Adviser | Aug. 2018 – May 2019

Monarch Marketing Group | Oklahoma City, Oklahoma

Media Research Intern | June 2018 – July 2018

- Analyze and contextualize brand and target audience data for clients in different sectors
- Build custom media marketing plans, negotiate rates, and conduct post-buys

The Women's Leadership Initiative at the Carl Albert Congressional Research and Studies Center | Norman, Oklahoma

Undergraduate Assistant to the Director | Aug. 2017 – July 2018

- Plan, implement and analyze program evaluation for flagship N.E.W. Leadership conference
- Develop branding strategy, social media engagement tactics, and content for Twitter and Facebook accounts

The OU Daily | Norman, Oklahoma

Senior Copy Editor | May 2016 – May 2017 | Engagement Desk Editor | Feb. 2017 – May 2017

- Work with student journalists to develop their writing styles and increase their self-confidence in the field

Engagement Desk Editor | Feb. 2017 – May 2017

- Manage Facebook, Twitter and Instagram accounts with an average audience of 19,000 followers

Office of Digital Learning at the Center for Teaching Excellence | Norman, Oklahoma

Academic Media Intern | May 2017 – Aug. 2017

- Direct and edit video and audio for multiple projects using professional-grade studio equipment and Adobe Creative Suite software
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CAMPUS INVOLVEMENT

- **OU Public Relations Student Society of America (PRSSA)** | Treasurer | May 2018 – May 2019
 - **OU Integrity Council** | Peer Educator | Public Relations Committee | Jan. 2018 – present
 - **New International Student Orientation (NISO)** | Peer Mentor | Jan. 2018 – June 2018
 - **Union Programming Board** | CollegeCon 2018 Guest Relations Committee | Aug. 2017 – Feb. 2018
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PUBLICATIONS AND SIGNIFICANT WORKS IN PROGRESS

- **Asia Pacific Public Relations Journal** | “The Demand for Information Model: An Examination of Malaysia's Crisis Response...”
- **International Public Relations Research Conference (IPRR)** | Dr. Jensen Moore et al. | two-time co-author and presenter
- **The Oklahoma Health Care Authority** | Senior Capstone | team research campaign regarding state Medicaid
- **The Oklahoma Messages Project** | Public Relations Research | team research campaign regarding the cradle-to-prison pipeline
- **Honors Research Assistant** | Dr. Jensen Moore | multiple projects under review, one published (APPRJ) | Spring 2018