

JACQUELINE BANNON

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EDUCATION

University of Wisconsin-Madison

B.A., Journalism &
International Studies
GPA: 3.8, Dean's List
May 2017

University of Westminster

London, UK
Study Abroad
Spring 2015

SKILLS

Moroccan Arabic (Advanced Low)

Microsoft Suite

Google Suite

Wordpress

Grant Writing

Project Design Management

Social Media Marketing

Campaign Design

YOUTH DEVELOPMENT VOLUNTEER

Peace Corps, Morocco | September 2017 - Present

- Navigated language, cultural and gender barriers with local officials to open a community youth center
- Collaborated with local counterparts to write \$2,000 grant and create community's first public library and media center
- Motivated 10 teenagers to summit North Africa's tallest peak
- Taught English to 100+ primary and high school aged youth

WOMEN'S DEVELOPMENT VOLUNTEER

Peace Corps, Morocco | September 2017 - Present

- Mobilized an uneducated Moroccan mother to overcome social barriers and develop environmental leadership club that empowers young females through outdoor adventure
- Led bi-weekly aerobics classes for 40 women
- Co-facilitated 55 girls' empowerment workshops on confidence-building, human rights, health, education and goal-setting
- Organized community Women's Day March with over 70 participants

MULTIMEDIA COMMITTEE VICE-CHAIR

Peace Corps, Morocco | March 2018 - Present

- Developed social media strategy, #55YearsOfFriendship, that reached an audience of 200,000 and increased follower base by over 100%
- Managed external communications by initiating and maintaining partnerships with 30+ local and national NGOs
- Shared my Peace Corps adventure through personal blog that received over 2,500 visitors

EDITORIAL BLOGGER

The Trek, Pacific Crest Trail | May 2017 - September 2017

- Documented my hike from Mexico to Canada while raising \$2,000 to help remind girls and women of their mental and physical strength

EDITOR-IN-CHIEF

Souvenirs Magazine, Madison, WI | May 2016 - May 2017

- Hired, trained and led a team to create two magazine issues that inspire adventure and cultural awareness to an audience of 40,000

MARKETING INTERN

Wisconsin Whisk, Madison, WI | January 2016 - May 2017

- Designed monthly newsletters and promoted creative work of 50 local food bloggers in Wisconsin across 6 social media platforms

MARKETING TEAM MEMBER

StudentPrint, Madison, WI | August 2015 - May 2017

- Launched a sticker-printing partnership that generated over \$400 within first half year at student-run print shop

EDITORIAL INTERN

Backpacker Magazine, Boulder, CO | May 2016 - August 2016

- Co-researched and wrote an 8-page article titled "Adventure U: Top 20 Colleges for Hikers," featured nationally in print
- Reported on women defying gender disparity in the outdoor industry at Outdoor Retailer, the industry's flagship trade show