JETT RANDALL

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EDUCATION

University of North Carolina at Chapel Hill   *Expected in 12/2025*
Hussman School of Media and Journalism: Advertising And Public Relations B.A. — 3.54 GPA

RELEVANT EXPERIENCES

EF Ultimate Break | Social Media and Community Specialist | Boston, MA   *05/2024 - 09/2024*
- Deployed worldly perspective with industry-leading marketing professionals to create advertisements for experiential tours, driving traveler engagement and leading to over 250,000 impressions across platforms
- Leveraged knowledge in Excel, CreatorIQ, and BrandChamp to oversee the acceptance, admission, and content management of over 1,000 brand ambassadors
- Collaborated with experts to manage social media accounts with a total following of 1.8 million across platforms and partner with content creators reaching over 4 million followers

Marketing Chair | University of North Carolina Chapel Hill Class of 2025   *09/2024 - 05/2025*
- Managed a distinguished team of Senior Marshals to plan, organize, and market senior class events, fostering growth and enrichment within the UNC community
- Exercised social media expertise to grow the UNC Seniors 2025 Instagram from 0 to 2800 followers, reaching 68% of our target audience and creating the largest online community of seniors in UNC history
- Spearheaded the marketing and design of Senior Prom, Senior Bar Golf, and Class of 2025 T-Shirt, generating $25,000+ in sales and contributing to senior class initiatives for years to come

Professional Freelance Photographer   *06/2023 - Current*
- Directed and photographed 40+ senior portrait sessions, utilizing a hybrid analog-digital workflow to deliver polished, personalized client experiences.
- Cultivated comprehensive photo portfolios for EF Gap Year, capturing the brand's youthful aesthetic through global travel and lifestyle photography, focusing on candid authenticity and visual storytelling.

EF Gap Year | Media and Content Ambassador | Boston, MA   *09/2022 - 04/2024*
- Nominated as the sole representative by EF Gap Year for their prestigious appointment to the Gap Year Association, leading a content creation campaign garnering over 16.4 million paid views and 60,000+ likes across platforms, doubling the previous year's cohort size in one fiscal year
- Applied advanced photography and film skills to craft visually captivating and engaging content which assisted the EF Gap Year Instagram in growing from 7,000 followers to 12,500 followers over six months

EF Gap Year | Global Gap Year Program   *09/2022 - 04/2023*
- Traveled to 15 countries across 5 continents over 27 weeks, developing adaptability, cultural fluency, and problem-solving in dynamic environments
- Led conservation initiatives in Thailand including elephant rehabilitation, mangrove reforestation, and coral reef restoration, while coordinating with international teams and local nonprofits

Google Gemini | Producer | National Student Campaign (UNC Capstone) | Chapel Hill, NC   *08/2025 – Current*
- Built a full-scale advertising campaign to increase Gemini usage for students aged 10–15, culminating in a competitive showcase in New York
- Utilized advanced language models to brainstorm, refine and structure campaign strategy, positioning Gemini as a category-leading AI tool for student UX
- Conducted audience research and insight development to inform messaging, creative direction and integrated activation planning

International Rose O'Neill Club Foundation | Public Relations Intern | Chapel Hill, NC   *08/2025-Current*
- Created a full PR and integrated marketing communication plan for a nonprofit celebrating Rose O'Neill
- Conducted in-depth historical research on Rose O'Neill, Kewpie culture and Sonny Angels to strengthen brand storytelling and inform strategic creative direction

SKILLS

Technical Skills – Excel, PowerPoint, Word, Adobe Premiere Pro, Adobe Photoshop, CreatorIQ, BrandChamp, SharePoint
Non-Technical Skills – Crisis Communication, Creative Advertising, Public Speaking, Social Media Marketing, AI Fluent