

JANN BEDAYO

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EDUCATION

Wayne State University - Detroit, Michigan

BA in Communication Studies – Minors: Psychology and Gender, Sexuality, & Women's Studies

PROFESSIONAL EXPERIENCE

Marketing & Events Coordinator | United Community Family Services, Troy, MI

February 2025 – Present

- **Manage digital marketing** by creating campaigns, monitoring performance, producing videos (including a reel with 14.6K views), designing promotional materials, and ensuring brand consistency; resulted in a **100% engagement boost** from February 2025 to October 2025.
- **Oversee social media strategy** by capturing and organizing content, scheduling posts, planning campaigns for key events, and analyzing performance; **increased follower count by 7.48%** and generated content that gained nearly **10,000 social interactions**.
- **Plan and execute events** by managing logistics, organizing committees, securing venues and vendors, overseeing execution, handling payments, and coordinating sponsorships, ticket sales, and auctions; resulted in a **29.84% increase in auction and raffle revenue**.
- **Promote programs and fundraisers** through social media, email, website updates, and other communication channels to maximize engagement and participation.

Freelance Social Media Manager | Hairlines Salon & Spa, Shelby Township, MI

July 2024 – February 2025

- **Research and implement innovative social media marketing strategies** to establish and enhance the company's presence on Instagram and Facebook.
- **Update and create website pages** using SalonBuilder, ensuring **consistent branding** and **user-friendly design**.
- **Produce, schedule, and post** high-quality photo and video content utilizing Canva and CapCut.

Marketing & Communication Intern | Brose, Auburn Hills, MI

March 2023 – April 2024

- **Co-led the North American social media team** and **produced, posted, and managed social media content** that promoted the company, events, and monthly observances on North American channels including **Instagram, Facebook, and LinkedIn**.
- **Updated the entire external US website** through effective communication with multiple regional employees and created a Diversity page, learning and implementing website editing skills.
- **Generated content for the local intranet** including articles and **supported the coordination of internal and external events** (set up, photography, communication).

Marketing & Communication Intern | ZERO – The End of Prostate Cancer, Alexandria, VA

June 2022 – August 2022

- Assisted in **creating and scheduling social media content** to promote the company, events, and monthly observances on Instagram, Twitter, Facebook, and LinkedIn.
- **Edited and uploaded event compilations** to TikTok and Instagram reels that **increased user engagement**.
- Assisted in the creation of digital and **social media event marketing materials** for upcoming events.

SKILLS

Technical: Proficient in Microsoft Office, Monday.com, Meta Business Suite, Slack, MailChimp, TextMagic, Sprout, Loomly, Graphic Design, Canva, CapCut, Copywriting, Customer Service, and Event Planning

Interpersonal: Attention to detail, Creative, Strong work ethic, Collaborative, Multi-tasker, Determined, Adaptable, Self-Management, and Organized