

JENNA CORREA

DIGITAL MEDIA MARKETING STRATEGIST

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PROFESSIONAL SUMMARY

Jenna is a Digital Media Marketing Strategist with a strong foundation in recruitment marketing, community engagement, and brand storytelling. Skilled in developing high-impact content across platforms, with hands-on experience in video editing, social media strategy, and email marketing. Known for building and nurturing engaged online communities that drive brand awareness as well as consumer and candidate interest. She is passionate about creating authentic, engaging digital experiences that connect people and purpose.

EDUCATION & CERTIFICATIONS

Digital Marketing

Issued By: Widener University

Employer Brand Strategist

Issued By: Ph.Creative

Leadership Development Program | LEAD

Issued By: DePaul University

SKILLS

- Video Production & Editing
- Social Media Strategy & Analytics Reporting
- Graphic Design
- Email Marketing & Landing Pages (HubSpot)
- Community Engagement & Content Planning
- Client Communication & Project Collaboration

WORK EXPERIENCE

November 2023 - Present

Discovery Senior Living

Talent Digital & Social Media Specialist

- Developed and executed data-driven social media strategies - especially on LinkedIn - to attract top talent and promote the largest privately-held senior housing provider, Discovery Senior Living's, employer brand.
- Led content creation and coordination with social ambassadors to ensure engaging, timely, and brand-consistent posts across talent acquisition channels.
- Managed employer reputation by monitoring and responding to reviews on platforms like Glassdoor and Indeed, and launching targeted review campaigns.

January 2024 - August 2024

Talent Acquisition Web & Social Media Coordinator

- Crafted and implemented targeted social media campaigns to boost talent acquisition and reinforce Discovery's unique employer brand.
- Directed content scheduling and quality control on talent acquisition channels, partnering with social ambassadors to maximize reach and engagement.
- Collaborated with HR teams to develop marketing collateral and analyze recruitment campaign metrics for continuous improvement.

November 2023 - January 2024

HR Social Media Intern

- Produced and managed social media content on LinkedIn and Facebook to strengthen employer brand and increase audience engagement.
- Partnered with internal teams to research, write, and edit employee stories while maintaining career page content and tracking social media performance.

WORK EXPERIENCE CONTINUED

June 2023 - August 2024

Dementia Care Advocates

Marketing & Community Engagement Assistant

- Wrote and optimized SEO-driven blog content to boost organic traffic and improve online visibility.
- Designed and implemented marketing funnels, mapping customer journeys and optimizing engagement touch points.
- Established and nurtured audience relationships through direct messages
- Supported brand partnerships by crafting proposals, managing communications, and representing the company to potential collaborators.

FREELANCE EXPERIENCE

September 2025 - Present

Amora Home Bakes

Social Media Management | Content Creation

- Conceptualized and produced high-quality photography and short-form videos that capture the cozy, home-bakery aesthetic, enhancing brand storytelling and customer engagement.
- Styled and staged products for visually compelling content, ensuring alignment with brand identity and promotions.
- Edited photos and videos to professional standards, optimizing for social platforms including Instagram, Facebook, and Reddit.

May 2025 - Present

Covenant Living Services & Communities

Freelance Digital & Social Media Strategist

- Collaborate with *Covenant Living Services and Communities* team to enhance internal and external communications through design, content strategy, and platform support.
- Design branded guides, PowerPoints, and print materials to support staff engagement, onboarding, and outreach efforts.
- Help develop and structure an Employee Ambassador Program to improve brand advocacy and employee storytelling.
- Provide consulting and training on *CareerArc* platform, supporting the internal team in better leveraging the platform for social recruitment and employer branding.
- Ensure messaging aligns with the organization's mission, values, and tone, with attention to both external and internal audiences.
- Manage full-cycle video production, including scripting, animation, editing, and sourcing music/sound effects.
- Design digital marketing assets, landing pages, and email campaigns across platforms.
- Analyze campaign performance and adjust strategy based on platform data and algorithm shifts.

May 2023 - November 2023

Independent Physical Therapy Office

Freelance Multimedia Strategist

- Developed patient-focused content across email, print, and social media.
- Created engaging educational videos and visuals to explain services and increase client retention.
- Designed branded materials for in-clinic and online use, including intake guides and marketing flyers.
- Created brand guidelines aligned with company visions and outlook.
- Manage full-cycle video production, including scripting, animation, editing, and sourcing music/sound effects.
- Analyze campaign performance and adjust strategy based on platform data and algorithm shifts.

VOLUNTEER EXPERIENCE

September 2024 - Present

Crisis Text Line

Volunteer Crisis Counselor

- Provide real-time support via text to individuals in crisis, practicing active listening, de-escalation techniques, and safety planning.
- Completed 15+ hours of training in mental health support, trauma-informed care, de-escalation and risk assessment.
- Maintain confidentiality and composure in high-pressure situations while following strict ethical guidelines.

May 2025 - Present

Pennsylvania SPCA

Volunteer Dog Walker & Community Outreach Support

- Walk and socialize shelter dogs to support their health, enrichment, and adoptability.
- Handwrite personalized thank-you cards to donors contributing \$250+, helping build long-term donor relationships.
- Assist with setup and support during community adoption events and outreach initiatives, representing the organization and engaging with the public.