



JENNA HORAK

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Professional Summary

Advertising and Public Relations student at Loyola University Chicago with a focus on Social Media Advertising Strategy. Demonstrates strong creativity and a commitment to brand growth through effective social media campaigns. Proficient in content creation, data analytics, and SEO, with a proven ability to thrive in collaborative team settings.

Experience

Edgewater Castle Football Club | Chicago, IL

Social Media Intern

05/2025 - 08/2025

- Managed social media pages across LinkedIn, Instagram, TikTok, and various platforms for the Edgewater Chicago semi-pro soccer team.
- Collaborated in marketing meetings to devise a comprehensive summer social media strategy.
- Posted live visual updates during home games to enhance fan engagement.
- Utilized Metricool scheduling software for efficient content management.

Drink Happy Thoughts | Chicago, IL

Barista and Social Media Manager

08/2023 - 12/2023

- I plan, shoot, and edit content for the Instagram and TikTok accounts, while also performing usual barista responsibilities.
- I have effectively increased engagement and viewership through monitoring social media analytics and observing trends.

Kappa Delta Sorority | Chicago, IL

TikTok Chair

11/2023 - 11/2024

- Planned and delivered content for TikTok, enhancing Kappa Delta Theta Upsilon's online presence.
- Collaborated with team members to develop engaging content strategies across platforms.
- Provided insights for all Kappa Delta social media channels to optimize audience engagement.

Caribou Coffee | Spring Lake Park, MN

Barista

05/2023 - Current

- Enhanced customer experience through efficient service and product knowledge.
- Maintained organized workstations to facilitate smooth operations.
- Collaborated with team members to achieve daily goals and improve workflow.
- Consistently met deadlines, ensuring timely service and order fulfillment.

Skills

- Adobe Photoshop
- Social media management
- Team collaboration
- Content creation
- Marketing strategy
- Creative problem-solving
- Microsoft Office Suite
- Social Media Analytics

Education

Loyola University | Chicago, IL

BA in Advertising and PR, Marketing

Expected in 05/2026

GPA: 3.668

Accomplishments

- Minnesota State Dance Team Champion -2019, 2020
- Loyola University Chicago Dean's List - Fall 2022-24, Spring 2023, 24

Languages

Spanish:



Limited

Italian:



Elementary

Certifications

- Google Analytics Certification- Fall 2024
- Hootsuite Certification- Fall 2025
- Stukent Social Media Simternship Certification- Fall 2025