



JoLena Broussard, MBA

337.577.3987 | jolenabroussard@gmail.com | jolenabroussard.weebly.com

Education:

Louisiana State University, Baton Rouge, La.

August 2012 – May 2018

- **Flores MBA Program, E. J. Ourso College of Business, LSU Graduate School** **August 2016 – May 2018**
- Master of Business Administration, GPA: 3.98
- Flores MBA International Trips to South America, South Africa and China **January 2017, 2018 and March 2018**
- **Manship School of Mass Communication and Rodger Hadfield Ogden Honors College** **August 2012 – May 2016**
- Bachelor of Arts in mass communication with a concentration in public relations, GPA: 4.0
- Honors thesis titled “A Content Analysis of Minority Representation In a Selection of Current College and University Viewbooks”
- Studied abroad at the University of Leicester in Leicester, United Kingdom **January 2015 – May 2015**

Work Experience:

Public and Government Affairs Advisor (Contractor), Jacobs, Baton Rouge, La.

October 2018 – March 2019

Assigned to ExxonMobil Baton Rouge

- Assisted with special event planning and prepared communication plans, talking points and news releases for media relations.
- Assisted with the development of crisis/emergency response plans and media holding statements for issues management.
- Worked closely with key nonprofit organizations to provide financial support and to maintain strong personal relationships.
- Produced content and worked with vendors to create newsletters, community reports and economic impact reports.

Marketing Leadership Development Program MBA intern, Dow, Midland, Mi.

May 2017 – August 2017

- Led and launched Dow Industrial Solutions Heat Transfer Fluids business’ first lead generation digital marketing campaign, a targeted, unified promotional program geared toward mechanical contractors. This was the first Dow business to launch an integrated campaign of this kind that leveraged digital channels to capture leads that automatically routed to CRM for Sales to convert. The campaign resulted in 5X ROI within the first six months.
- Managed a \$60,000 promotional budget while working closely with outside agencies and vendors to leverage email, search engine marketing, LinkedIn InMail and digital ad promotion tactics as identified by personas and voice of customer interviews.

Consumer intern, Edelman, Chicago, Ill.

June 2016 – August 2016

- Assisted with the planning and implementation of strategic communication strategies centered around branding, advertising, public relations and direct marketing for Kimberly-Clark and Darden brands, including Huggies, Pull-Ups, GoodNites, Olive Garden and LongHorn Steakhouse.
- Conducted pitching via email and phone, resulting in secured placements on blogs.

Relevant Experience:

Communication and Alumni Affairs graduate assistant, MBA Program, Baton Rouge, La.

August 2017 – May 2018

- Interviewed students, faculty, staff and alumni to create 18 blog posts for the Flores MBA Backpacks to Briefcases blog.

Account executive, Third Eye Communications, Baton Rouge, La.

January 2016 – May 2016

- Led a team of eight public relations seniors to create a 181-page strategic communications plan to brand the nonprofit organization Diversity House, Louisiana’s first residential program with a focus on LGBT homeless youth, from its conception in February 2016 through novel, out-of-the-box communication tactics.

Director, ImPRint Communications, Baton Rouge, La.

June 2014 – May 2016

- Led and managed more than 50 ImPRint Communications’ firm members to provide social media management, media relations, design, promotions, and research services to more than 10 clients.
- Served as daily client contact while overseeing operational performance of accounts, ensuring quality work, and adhering to deadlines and budgets.
- Managed clients’ social media platforms. Wrote news releases and pitched news stories. Planned and executed events.

Awards/Honors:

- Russel L. Sledge scholarship – Outstanding MBA Candidate (\$2,500) **March 2017**
- Best presenter award at the KeyBank Minority MBA Student Case Competition (\$250) **February 2017**
- Ruth Edelman PRSSA award (\$1,500) **March 2016**

Skills:

- Branding, Cision, Compete, Lead Generation Digital Marketing, Microsoft Office Suite, Paid Media, Promotions, TV Eyes