**Kameron Jester**

Kenosha, WI ⎪ (262)-744-2911 ⎪ kcjester19@gmail.com

**EDUCATION**

**UNIVERSITY OF WISCONSIN – MADISON Madison, WI**

**Bachelor of Communication Arts** *August 2021 – May 2025*

**Major:** Communication Science and Rhetorical Studies

**Certificate:** Digital Studies

**Awards:** College of Letters and Science Deans list *Fall 2022*

 College of Letters and Science Deans list *Fall 2024*

**PROFESSIONAL EXPERIENCE**

**JOCKEY Kenosha, WI**

*Product Marketing Intern June 2023- August 2024*

* Conducted competitive analysis and market research to identify trends, consumer needs, and product opportunities
* Collaborated closely with the merchandise team to gain in-depth product knowledge of garments, enabling effective positioning and messaging for marketing campaigns
* Assisted in identifying unique selling points and differentiators based on garment features and consumer preferences
* Worked with the graphic design team to develop visually compelling product packaging that aligns with brand identity and enhances customer appeal

**THE COLLEGIATE LINEUP Madison, WI**

*Campus Representative February 2023- November 2024*

* Developed relationships with other organizations on the University of Wisconsin-Madison campus
* Assisted each organization in creating their custom apparel orders
* Obtained valuable skills involving sales and marketing to sell apparel

**EXTRACURRICULARS**

**DIRECTOR OF LIFETIME MEMBERSHIP Madison, WI**

*Officer April 2023- April 2024*

* Served as the liaison between the collegiate chapter of Delta Delta Delta and any alumnae members and chapters
* Coordinated member outreach and recognition to ensure a positive membership experience
* Documented and educated the chapter members on our unique history and maintained the chapters artifacts and resources

**PHILANTHORPY COMMITTEE Madison, WI**

*Member October 2022- April 2023*

* Chosen to be member of the Philanthropy Committee at Delta Delta Delta Sorority, I helped plan and execute specific tasks for each of our philanthropic events
* Responsible for helping plan and organize our letter writing campaign called Sincerely Yours
* Collaborated with other committee members on the best ways to raise money for the children of St. Jude

**DELTA DELTA DELTA SOROITY Madison, WI**

*Initiated Sister September 2021 - Present*

* Fundraised $81,000 for St. Jude Children’s Research Hospital to aid in treatment, travel, housing, and food for all patients and their families
* Maximized membership as a member of Philanthropy Committee by planning and executing tasks for each of our philanthropic events.

**THE WOMEN’S NETWORK Madison, WI**

*Member September 2021 – Present*

* Networking organization that provides connections with women to peers in our respective campuses and with alumni in a variety of fields
* Presented me with opportunities to gain exposure to the professional world with women that are in the same designated field
* Provided a nationwide community of members who encourage, uplift, and positively influence those around them with a focus on preparing women for their future careers

**ADDITIONAL INFORMATION**

**Skills:** PowerPoint, Canva, Word, Excel, JIRA, Product Lifecycle Management, Competitive Analysis, Market Research

**Interests:** Traveling, yoga, volunteering, and listening to podcasts

**Focus Area/Objective:** I am seeking a full-time position which allows me to continue to utilize my product marketing skills, implement my determined work ethic, and foster a positive collaboration to further my career.