**Jenni Foshey**

foshey@wisc.edu [www.jennisjourney.com](http://www.jennisjourney.com) (262) 565-8912

**Education**

**University of Wisconsin-Madison**

M.S. Environmental Conservation Expected August 2024

B.S. Conservation Biology, Environmental Studies May 2022

Digital Studies Certificate May 2022

**Skills**

Writing, Blogging, Adobe, Google, and Microsoft Suites, Canva, Social Media, Digital Marketing, Webpage Design, Newsletter Design, Videography, Photography, Logo Creation, Branding, Conservation, Management

**Content Creation & Digital Communications**

**Jenni’s Journey**

***Blogger and Content Creator September 2019-Present***

o Created my personal brand and website using Wix to educate about conservation, travel, and veganism by writing over 30 blog posts, filming and editing YouTube videos, and creating content for Instagram

**Wisconsin Society for Conservation Biology**

***President, State Chapter January 2023-Present***

o Re-Starting the organization by forming a team, task delegation, building a website and social media presence, and collaborating with conservation organizations to promote conservation in Wisconsin

***President, Student Chapter                                                                        May 2020-May 2022***

o Connected students with conservation organizations and professionals through over 50 meetings and events

o Increased funding four-fold from 2019 to 2022 by creating social media fundraisers and grant applications

***Secretary, Student Chapter                                 September 2019-May 2020*** o Directed meetings, created content for socials, created a website via Wix, and managed the executive board

**H&M**

***Sustainability & Sales Advisor December 2019-May 2023***

o Attended H&M Sustainability Meetings and designed newsletters for business and fashion sustainability

o Implemented the first H&M plastic bag recycling program and collected over 300 plastic bags within 6 months

**Waukesha County Green Team**

***Content Creator January 2023-April 2023***

o Designed flyers and content with Canva for socials and wrote 4 blog posts for upcoming sustainability events

**University Housing**

***Housefellow (Resident Assistant) August 2021-May 2022***

o Designed over 30 flyers, newsletters, and graphics on Canva that educated over 50 students about school policies, created marketing materials for events, and promoted sustainability through digital communications

**GreenWay**

***Social Media Analyst September 2020-December 2020***

o Worked with a team to analyze social media and website utilization of a company that promotes sustainability

o Proposed detailed suggestions for GreenWay to improve their online presence such as hashtags, creating video content, scheduling posts, and consistent logo usage which doubled their followers after application