

Jenna Costigan

jennafcostigan@gmail.com | [LinkedIn](#) | [Portfolio](#)

Recent Strategic Communication graduate specializing in social media, communications, and experiential marketing across media and lifestyle brands. Passionate about beauty, culture, and brand storytelling, and thrives in fast-paced, collaborative environments.

EXPERIENCE

Vox Media, New York, NY - *Communications and Experiential Marketing Intern*

June 2025 - August 2025

- Supported corporate communications and experiential marketing campaigns through media outreach, influencer engagement, social content, and live event execution
- Managed publishing workflows and content calendars for Vox Media and *New York Magazine* corporate channels across Instagram, LinkedIn, X, and Threads, supporting content for a combined audience of 2.6M+ followers
- Supported in experiential marketing planning and production across 4+ major brand activations and 7 sponsor partnerships involving celebrity talent and influencers for *New York Magazine*, *The Cut*, *Vox.com*, *Eater*, and *SB Nation*, creating press lists, shot lists, project trackers, decks, and vendor lists
- Supported co-branded event execution and sponsor activations for partners including Dove, Macy's, Corona, Don Julio, Verizon Business, Impossible Foods, Pure Leaf Tea
- Managed on-site logistics for live brand activations, leading vendor coordination, gifting, guest check-in, staffing support, RSVP tracking, and sponsor deliverables

Roxo Agency – TCU's Student-Led Advertising & PR Agency, *Creative Director*

Jan 2026 – May 2026

- Partnered with account and strategy teams to develop creative concepts for integrated marketing campaigns based on client goals and audience insights
- Oversaw development of social content, copy, design assets, and client presentations to ensure consistency with brand guidelines
- Provided feedback and direction to creative team members to maintain clear messaging and cohesive storytelling across campaign materials

The Sea View Inn, Carmel-by-the-Sea, CA - *Social Media and Marketing Intern*

May 2024 – Dec 2024

- Created and managed social media content across Instagram, TikTok, and Facebook, growing the follower base by 140% from 500 to 1,200 followers through platform-specific posts and consistent content planning
- Partnered with local businesses and micro-influencers on collaborative campaigns to increase brand visibility and local reach
- Reviewed engagement metrics and adjusted posting cadence and content mix to improve performance
- Designed branded graphics and promotional materials using Canva and Adobe InDesign to support seasonal marketing campaigns

EDUCATION

Texas Christian University, Bob Schieffer College of Communication

Bachelor of Science, Strategic Communication | General Business Minor, May 2026

- Member, Public Relations Student Society of America
- Social Media Ambassador – TCU Global
- Peer Guide, Student Success Seminar for University Life (TCU UNLF)

SKILLS AND CERTIFICATIONS

- Skills: Strategic communication, social media marketing and analytics, event and campaign development, copywriting, content creation, influencer partnerships, content calendar management, Microsoft Office Suite, Canva, Adobe InDesign
- Certifications: HubSpot Academy Digital Advertising and Digital Marketing, Google Digital Academy Google Analytics, CITI Program Human Subjects Researcher (Social, Behavioral, Educational)