

# Jenna Berounsky

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## Education

**University of South Carolina**

**Bachelor of Science, Hospitality Retail and Sport Management**

**Major:** Hospitality Management **Concentration:** Club Management

**Minor:** Event Management; Public Relations/Advertising

**GPA:** 3.99

**Columbia, SC**

**05/2023**

## Professional Experience

**Homegrown Hospitality Group**

*Social Media Manager*

**Charleston, SC**

**06/2023 – Present**

- Managed content creation across multiple platforms (Facebook and Instagram) for 5 different restaurants based in Charleston, including post scheduling, community engagement, and content performance analysis using tools such as Facebook Insight and Meta Business Suite.
- Developed and executed social media strategies resulting in a 20% increase in reach and engagement in the first month.
- Managed content calendars, ensuring consistent publication schedules and activity on all accounts each week. Produced compelling written, visual, and multimedia content aligned with each brand's voice and marketing objectives using Canva pro.

**Gulfstream Communications - Charleston Magazine**

*Digital Marketing Manager and Sales Executive*

**Charleston, SC**

**11/2023 – Present**

- Led the marketing and sales objectives for "The Dining Guide," overseeing comprehensive marketing initiatives to enhance brand visibility and audience engagement on the digital platform.
- Analyzed market trends and customer feedback to continuously optimize marketing strategies and improve "The Dining Guide's" relevance and competitiveness in the current market.
- Utilized sales expertise to secure advertising partnerships and sponsorships for "The Dining Guide". Forged strategic partnerships with restaurants to enhance content and broaden audience reach. Maintained these client relations over time to ensure they are actively engaged and satisfied with their paid advertisements.

**Carolina Yacht Club**

*Banquet Captain*

**Charleston, SC**

**08/2023 – 06/2024**

- Acts as supervisor for all banquet functions, coordinates communication between multiple different departments, checks room set-up prior to events, attends banquet department meetings, conducts daily line-up for event staff, and ensures that the event goes according to plan and the member is satisfied with the service.
- Responsible for crafting comprehensive event recap emails distributed to all managerial personnel on-site. Facilitating seamless communication by preparing and disseminating detailed Banquet Event Orders (BEOs) and floor plans to the team. Proactively engaged with members and clients to ascertain their event expectations, ensuring optimal execution and customer satisfaction.

**Kiawah Island Beach Club**

*Food and Beverage- Management Intern*

**Kiawah Island, SC**

**05/2022 - 08/2022**

- In charge of the oversight of 40-50 employees for both front and back of the house operations at Kiawah Island Beach Club alongside of several other F&B managers, beach/pool managers, and management interns.
- On a day-to-day basis, provided patrons with excellent service, worked with scheduling, Operations for Member Events, problem solving, and communications within the private club sector to ensure that service ran smoothly for the members.

**Augusta National Golf Club – The Masters Golf Tournament**

*Server in Berckmans Place*

**Augusta, GA**

**04/2022**

- Provided Patrons with the highest quality service while greeting them upon entrance, taking their food and beverage orders, and waiting on them for breakfast, lunch, and afternoon snack.
- Demonstrated extreme diligence, teamwork, and communication during the 10-day work week, 14-hour shifts.

**University of South Carolina Gamecock Athletics**

*Marketing Intern for events*

**Columbia, SC**

**08/2021- 05/2022**

- Aided in the day-of orchestration of SEC sporting events by informing spectators, running promotions, and creating a positive game-day experience.
- Worked on multiple projects simultaneously such as editing and cleaning audio content for marketing campaigns, the research of promotional aspects to increase spectator attendance on campus, photoshop for public relations campaigns and university advertisements.
- Monitored social media websites for various Gamecock Athletic varsity sports such as Facebook, Twitter, Instagram, The Garnet Insider, Gamecocks online mobile app.

## Accomplishments/Certifications

- **TCM- Trained Crowd Manager Certification** **04/24/2023**
- **TIPS Certification** **12/01/2022**
- **ServSafe Certification** **05/04/2021**
- **CVENT Supplier Network Certification** **09/16/2021**

## Community involvement and Membership

- Member of Club Management Association of America (CMAA) **12/2020 – 09/2023**
- Member of Phi Chi Theta Business Fraternity **11/2021 – 05/2023**
- Member of Network of Executive Women in Hospitality (NEWH) **11/2021 – 05/2023**