

Jessica Patterson

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EDUCATION

- August 2021 **MA: Communication & Information Sciences**, The University of Alabama, Tuscaloosa AL
Major: Journalism & Creative Media
- May 2020 **BS: Commerce & Business Administration**, The University of Alabama, Tuscaloosa AL
Major: Marketing **Minor:** Computer Technology and Applications **Specialization:** Sales

EXPERIENCE

- Mar 2020-Present **Sports Reporter:** Touchdown Alabama Magazine, Tuscaloosa AL
- Writes and delivers sports stories in a clear and concise manner
 - Sets up, composes and executes video shots
 - Ensures that all content meets journalistic integrity and production quality
- June 2018-May 2019 **Prototyping in Visual Environment Teaching Assistant:** UA College of Engineering, Tuscaloosa AL
- Assist professor with course material, grading, and computer lab management
 - Help students learn advanced spreadsheet mechanisms
- Aug 2012-Present **Baton and Dance Choreographer:** Self Employment, Cullman AL
- Choreograph high school and collegiate auxiliary groups and feature twirlers
 - Coach teams to succeed at state, regional, and national level competitions
 - Manage finances and operations

VOLUNTEER

- Dec 2017-Present **Titleholder:** Miss America Organization, Alabama
- Miss River City 2019 and Miss North Jefferson Area 2020
 - Competes in interview, on stage question, talent, evening gown, and fitness
 - Developed a non-profit, Center Stage, to benefit arts education funding/installation in AL
 - Raised \$30,000 for art programs in AL
 - Manages social media page to promote Center Stage and current events
- Dec 2015-Present **Volunteer:** Children's Miracle Network, Birmingham AL
- Create opportunities for communities to donate or volunteer for Children's of Alabama
 - Raised \$3,000 for Children's of Alabama
 - Advocates and fundraises via social media

HONORS

- Miss Alabama:** Women in Business Scholarship- highest business GPA, talent award
Kay Ivey Governor's Proclamation: Commendation of my impact on Alabama through Center Stage
Alabama Education & Technology Conference: Presented session on technology in arts education
National Baton Twirling Association: 2013 National Two Baton Champion, 2014 Miss Majorette of America Soloist Runner-Up, 2013 and 2014 Miss Majorette of Alabama, 2013-2016 Sr. Adv. Team State Champions

SKILLS

- Business Tools:** Microsoft Office Suite, Wix Website Design, Social Media Marketing, Google Suite

ACTIVITIES

- Apr 2019-Present **Crimsonette Captain:** Million Dollar Band, UA
- Leads team through choreography, daily tasks, and national level sporting events
 - Manages events and finances of group operation
 - Performed at 3 National Championships, 3 College Football Playoffs, and 2 SEC Championships
 - Sports Illustrated Cheerleader of the Week Candidate
 - Comanages social media page with 24k following
- May-Dec 2018 **VP of Community Service:** Delta Sigma Pi, UA
- Organized monthly service projects and managed members' service hours
 - Provided network opportunities with charitable affiliations across Alabama
- January-Dec 2018 **Director of Health and Wellness:** Zeta Tau Alpha, UA
- Organized health events and information sessions for the chapter
 - Created and managed a social media blog, Vitamin Z: Your daily dose of Zeta