

# Jenna Rohde, MBA

SENIOR INTERNAL COMMUNICATIONS & EMPLOYER BRANDING MANAGER



✓ Legally Eligible to Work in Germany | Citizenship: USA

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## ABOUT ME

Team-oriented and results-driven leader with 8+ years in strategic communications, international education and project management; Seeking opportunities to apply my expertise and MBA knowledge to enable companies to innovate and sustainably grow; Passionate about creating inclusive, diverse and highly-motivated teams

## EXPERIENCE

### Senior Safety and Compliance Specialist

EF Educational Tours | Boston, MA USA

July 2019 - February 2023

I helped American teachers and students safely travel the world on international, educational tours. I was promoted from Sales, to Customer Experience, to Emergency Response because of my strategic ability to balance OKRs and customer satisfaction.

- Responsible for logistics, communication, and budget approval for COVID-19 emergency escalations for Educational Tours, College Study Tours, and Tours for Girls, to depart over 100,000+ customers throughout 2022-2023
- Served as the right-hand to the VP and Director of On-Tour Support to strategize, design and implement trainings for 500+ Sales, CX, and Customer Service teammates on emergency response protocol
- Represented EF's brand, goals and customer needs in meetings with external stakeholders, such as The Anvil Group, EF's partner in Travel Risk Management based out of London, England
- Leveraged data to shape customer communication plans and improve operational response time, which led to a 50% reduction in emergency case escalations
- Collaborated cross-functionally with Zurich, Panama, Tokyo and US-based offices to proactively mitigate on-tour risks, which led to a more efficient use of company funds and the ability to hire more support staff
- Increased regional net promoter score from 62.8 to 100 as a Customer Experience Specialist
- Secured highest level of customer retention during COVID-19 travel disruption as an Account Manager
- Awarded "CX Rookie of the Year" (2020); Nominated for "Extra Miler" (2021) and "Nothing Is Impossible" (2022) awards
- **Key Projects:** Tour Details Confirmation Survey, International Destination Preparedness Webinars, Partnership and Onboarding of the Anvil Group, Emergency Case Escalation Protocol, COVID-19 Health and Safety Communication Series

### English Teacher

CEIP Javier de Miguel School | Madrid, Spain

October 2017 - June 2019

I designed and structured engaging lessons for 400+ students that enabled them to pass Cambridge A1-C2 level exams.

- Creatively structured lessons to allow for buildable modules and higher retention of content
- Optimized lessons for personalized learning, which led to higher engagement of both youth and adult learners

### Multimedia Producer

Elon University | Burlington, NC USA

March 2016 - May 2017

I led a team of graphic designers and video editors to launch creative campaigns that supported the greater Burlington, NC community.

- Evaluated the team's weekly projects which ensured a seamless alignment of brand identity and design
- Strategized the publication of print, digital and social content, which engaged and educated consumers on health and wellness
- Produced, filmed and edited creative promotional videos that increased donations to a children's bilingual school

### Newsroom Production Assistant

CBS Baltimore, WJZ-TV 13 | Baltimore, MD USA

June 2015– August 2015

I interned at CBS Baltimore where I facilitated the preproduction of local news segments.

- Collaborated with assignment editors and producers to schedule reporters to stories that aligned with their brand
- Wrote, proofread and published written articles to the CBS Baltimore website and social media platforms to share critical news

### English Editor and Translator

más+menos Magazine | Seville, Spain

January 2015 – May 2015

I translated Spanish texts to English for a local bilingual human-interest magazine.

- Edited 15+ articles covering local and national news, including the migration of Saharawi refugees and cultural events
- **Key Skills:** Attention to Detail, Proofreading, Time Management, Writing Skills in English and Spanish

### Public Relations and Special Events Assistant

Profiles, Inc. | Baltimore, MD USA

May 2014 – August 2014

I interned at a boutique public relations agency to launch campaigns, fuel brand awareness and promote events to the community.

- Coordinated client segments with local news outlets to promote their brand, events and new product lines
- Wrote press releases for restaurants, the National Aquarium, marketing agencies and non-profits to promote positive buzz
- Assisted in coordination and launch of events for clients in the greater Baltimore/Washington D.C. area, including the "Best of Baltimore Party," which featured award-winning cuisine, products and services from across the region

## EDUCATION

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**Gisma University of Applied Sciences**  
Master of Business Administration: Global Business

**April 2023 – Present** (*Graduating Spring 2024*)  
Potsdam, Germany

**Elon University**  
Bachelor of Arts: Film and Television Arts | Minor: Spanish

**August 2013 - May 2017**  
Burlington, NC USA

**La Universidad de Sevilla**  
Communications, New Media and Journalism Program

**January 2015 - May 2015**  
Seville, Spain

## TECHNICAL SKILLS & SOFTWARE

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- **Project and Operations Optimization**
- **Proficient in Data Analysis and Reporting:** Excel, Power BI, Data Visualization, CRM, Microsoft Office
- **Graphic Design, Photo and Video Production:** Photoshop, Illustrator, Premiere Pro, Canva
- **Data Organization and Communication:** SharePoint, Slack, Zoom, Trello, Miro, SurveyMonkey, Mailchimp

## SOFT SKILLS & ABILITIES

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- **German (B1), Spanish (C1), English (Native)**
- **Problem Solving and Time Management**
- **Cost/Benefit Analysis**
- **Intercultural Communication**
- **Public Speaking and Presentation Design**
- **Stakeholder Management**