



JAMES JOLLY

Public Relations | Advertising

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Education

Drake University Bachelor of Arts in JMC Des Moines, IA Expected May 2017
+ Double major in Public Relations and Advertising with a minor in Sociology
+ Graduating Magna Cum Laude with Departmental and University Honors

Experience

Office of Rep. Jared Polis Congressional Intern Boulder, CO May-Aug 2016
+ Managed constituent casework and constituent relationships on behalf of the congressman
+ Wrote and edited official publications, including Op-Eds, newsletters and memos
+ Tracked and logged all correspondence coming to and from the congressional office

Iowa House of Representatives Communications Intern Des Moines, IA Jan-Apr 2016
+ Wrote press releases and newsletters on behalf of the House and individual representatives
+ Worked with representatives on several projects, including reelection campaigns and constituent relations
+ Managed House social media accounts, as well as the accounts of several representatives

Iowa Environmental Council Communications Intern Des Moines, IA Jan-May 2015
+ Conducted a comprehensive communication analysis and implemented a new communication strategy
+ Managed blog, and produced written and visual content for each post
+ Published content for and assisted in the upkeep of social media accounts

Extracurriculars

DU AD-Vantage President Des Moines, IA Nov 2016-Present
+ Worked with university officials, advertising professionals and student senate to restart the agency
+ Managed all client work, including content analyses and advertising campaigns

Drake PRSSA Fundraising Chair Des Moines, IA Jan 2016-Present
+ Planned, managed and promoted fundraisers and merchandise sales
+ Managed online advertisements of fundraising initiatives, and tracked impressions and reach
+ Created, executed and evaluated a full PR campaign as part of the 2017 national Bateman competition

Ash & Arrow Advertising Account Executive Des Moines, IA Nov 2016-Present
+ Managed a team of student advertisers to create a comprehensive, data-driven advertising campaign
+ Acted as the chief strategist, copywriter and editor, overseeing strategy, copy and design teams
+ Prepared weekly project status reports to show clients and acted as the primary client liaison