



Jenna Lemoncelli
 Mass Communications Student
 Bloomsburg University
 2010-2014

Projects in:
 PR
 Media
 Journalism
 Telecommunications



SAFE & SOUND SLUMBER FUND



The Safe and Sound Slumber fund is a student-run developmental PR campaign to raise enough money to buy the local Women's Center new mattresses and bed frames. After a twelve week PR campaign of community outreach, PR and small and large special events, our campaign reached its goal. I was the head of special events where after negotiating face-to-face with businesses, I managed to obtain 8 donors and prizes for events. I was a member of the PR media team where we successfully managed to publicize our campaign to receive community, professional and student awareness and donations

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Projects

UMAG:



UMAG is a student-run online magazine experience. I was an entertainment writer and reporter. As one of the many individuals who started the magazine and launched it's first issue at BU, I also conducted PR for the magazine



BLOOMSBURG UNIVERSITY

Jenna Lemoncelli is a Mass Communications graduate [May 2014] with a concentration in PR & Journalism. Below is a brief insight into just a few of the projects she was an active member in while studying at BU. These descriptions highlight some of her many skills and specialities that she will bring to any company in the entertainment industry.

[Additional photos & links are located throughout the website]



*Dear Bloom: BU Fashion Police & Dear Bloom Chat
Bloomsburg Universities FIRST Fashion Media Group!*

Dear Bloom: BU Fashion Police: As one of four co-hosts for Dear Bloom: BU Fashion Police, I was an on-camera personality, fashion researcher, analyst & reporter. I conducted face-to-face interviews, in-depth fashion research, polling & reporting. Dear Bloom is Bloomsburg Universities first fashion media group ever, started by Lauren Grose. As a member of the panel, we worked in pre & post production. Aside from the crew we assisted with all production equipment. The show ran twice a week, with numerous specials, event coverage and sub-segments.

Dear Bloom Chat: I am the co-creator and co-host of Dear Bloom Chat with Lauren Grose. DBC is an online entertainment news segment that discusses the week's most talked about and breaking celebrity news topics.

PRSSA: BU 2013-2014

As an active member of the PRSSA chapter on Bloomsburg's campus, I was an active member in weekly meetings, PR campaigns & events. I wrote numerous press releases, participated in event decisions & contributed to all PR & planning of every service, campus or community event.



*At the BU Basketball Event
for Best Buddies*



*At the BU Baseball event for
Best Buddies*

PRESIDENT | ALPHA SIGMA TAU: BU 2013-14

As President of the Beta Nu Chapter [after holding numerous positions beforehand] I successfully led a 60+ member service & social organization. I conducted weekly meetings & overlooked every position in the National organization. Dealing with headquarters, other chapters & alumni associations, I successfully led our organization while maintaining a positive reputation & member quota.



*Standing with the AST
academic & service flag*



*President's badge at
National Convention*

BUNOW | BLOOM CODE: BU 2013-PRESENT

As an on-camera correspondent/host & an entertainment reporter & writer, I cover celebrity news & fashion for BUnow, BU's student-run online magazine. I have been recognized with awards in video production, reporting and writing for the organization. Bloom Code was a class side project in 2013 that was created, filmed & acted in by students discussing college-based topics.



*Reporting & Live event
coverage of Love in Bloom*



*The writers & staff of BUnow
with advisor Dr. Ganahl*