

# JANNA R. CAPLEN

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**Promotional Marketer since 2012**

## WORK EXPERIENCE

**Jolie Entertainment**, Promotional Contractor March 2014 – August 2014; December 2019 - Present

- Executed On Premise, Off Premise, and Special Events
- Promoted products and educated consumers
- Sales-driven position where brand awareness was a key selling strategy
- TIPS-Cerfiified

**Next Level Marketing**, Promotional Model September 2019 – Present

- Focus on brand-building and volume-driving to drive sales
- Increase brand knowledge

**Prince George's County Public Schools**, Third Grade Teacher August 2013 – August 2018

- Differentiated, departmentalized classroom setting instructing students of all needs and abilities
  - Touchdown for Teachers Nominee with the Baltimore Ravens (2017)
- Grade Level Chair – lead teacher on team (2016-2018 academic years)
- Green Team Coordinator (2014-2018 academic years)

**Brand Builders**, Contractor Acquisition August 2014 – November 2015

- Initiated postings on multiple job posting websites
- Conducted phone, Skype, and in-person interviews for potential new hires
- Interviewed, hired, and on-boarded new hires
- Conducted new hire orientations
- Matched contractors with events based on knowledge of client needs
- Coordinated Point of Sale

**Brand Builders**, Promotional Contractor July 2013 – July 2016

- Executed On Premise, Off Premise, and Special Events
- Promoted products and educated consumers
- Sales-driven position where brand awareness was a key selling strategy
- TIPS-Cerfiified

## **Skills Summary**

- Sales, marketing, and brand awareness
- Recruitment, hiring, on-boarding
- Leadership and management

## EDUCATION

**University of Rochester, Rochester, NY**

*Master of Science, Education, Concentration in Elementary and Special Education (3.98 GPA)*

*Bachelor of Arts, Major in English, Major in Philosophy (Honors), Minor in Psychology*