

Jennifer Briscoe

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Multidisciplinary storyteller with a foundation in visual arts and digital media. Experienced in writing, content strategy, and community engagement across platforms. Passionate about how art and identity intersect in media and public life.

EDUCATION

University of Texas at San Antonio

San Antonio, Texas

Bachelor of Arts in Art

May 2025

Northwest Vista College

San Antonio, Texas

Associate of Science in General Science

Dec 2023

Associate of Arts in Art

May 2022

- **Relevant Coursework:**

- Art Foundations: Drawing I & II, Painting, Digital Media, Color Theory & Practice
- Communication and Analysis: Principles of Marketing, Intro to Communication
- Sciences: Human Sexuality, Survey of Drugs and Health, Violence and Society, Intro to Programming

- **Honors & Scholarships:** President's List, Dean's List, Phi Theta Kappa, International Education Scholarship (Italy Study Abroad, 2024)

WORK EXPERIENCE

We Go Public

San Antonio, TX

Social Media & Engagement Intern

May 2025 - Present

- Collecting stories from public school districts to craft blog posts that spotlight educational successes and community voices.
- Managing active engagement with district content via We Go Public's social media channels to build visibility and connection with communities.
- Collaborating with the communications team to align storytelling tone with brand identity and campaign goals.
- Supporting content strategy that amplifies equity, access, and representation in Texas public education.

Artpace

San Antonio, TX

Communications Intern

January 2025 - May 2025

- Developed a social media and branding campaign for DreamLab Family Day, including visual content, captions, and platform-specific strategies.
- Supported resident artists at Artpace through program facilitation, studio assistance, and environment upkeep; observed the development of live works from concept to exhibition.
- Proposed new audience engagement initiatives, introducing Facebook Groups as a tool to reach untapped demographics.
- Assisted with marketing material design using Canva and Adobe Creative Suite for promotional flyers, banners, and digital assets.
- Managed event promotion across city event calendars, ensuring accurate, tailored descriptions for different platforms.
- Gained hands-on experience in AV setup for video content production.

TELUS International AI

San Antonio, TX

Personalized Internet Ads Assessor

July 2023 - August 2024

- Analyzed digital advertisements for engagement, effectiveness, and branding alignment.
- Provided insights to optimize content strategies based on market trends.

Lionbridge AI

Social Media Internet Assessor

San Antonio, TX

March 2020 - May 2021

- Evaluated social media content for relevance and engagement metrics.
 - Provided feedback on algorithm adjustments to enhance user experience.
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LEADERSHIP EXPERIENCE & ACTIVITIES

Amedisys Hospice

San Antonio, TX (Remote)

Volunteer Artist

April 2025 - Present

- Creating hand-drawn portraits of patients' pets to bring emotional comfort and memory preservation for hospice families. Balancing artistic detail with compassion; working directly from photos sent by patients and/or their families.

Alpha Omicron Pi

San Antonio, TX

Member

- Engaged in leadership and community activities, philanthropy (Sisters for Soldiers and Arthritis Foundation), supporting academic and personal development among members.

Project Sunshine

San Antonio, TX

Volunteer Member

- Participated in volunteer initiatives to support children with medical needs and their families.

Project Brand Identity, *University of Texas at San Antonio, September 2024*

San Antonio, TX

- Showcased a branding project as part of an art course, displayed at UTSA Arts Building

Society in Focus Exhibition, *University of Texas at San Antonio, April 2025*

San Antonio, TX

- Selected to exhibit work exploring the intersection of society, culture, and politics through bold, narrative-driven art. Contributed to a curated collection of pieces designed to provoke dialogue and amplify marginalized voices.

SKILLS

Digital Media & Design: Adobe Photoshop, Procreate, Canva

Marketing & Communications: Social Media Strategy, Audience Engagement, Branding

Content Creation: Blog Writing, Copywriting, Visual Storytelling, Social Media Captioning

Technical & Research: HTML & CSS (basic), Audio Editing (Audacity) Data Analysis, Event Promotion

Languages: Fluent in Turkish; elementary Spanish comprehension