

David Janes

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Relevant Experience

Bayer Corporation Whippany, NJ
U.S. Communications Coordinator March 2024 – Present

- Publish weekly content for employees on internal platforms and channels, increasing viewership by 15%.
- Compose a monthly newsletter to 27,000+ employees, achieving a 60% open rate and 6% click-through rate.
- Design graphics for LinkedIn thought leadership posts, increasing social media engagement by 15% and follower count by 5%.
- Produce edit video content featuring senior leaders across product divisions, overseeing the production process from location scouting to final edits.
- Collaborate on setting up teleprompters, scripting, and storyboarding for video production projects.

Merck & Co. Rahway, NJ
Internal Communication Co-op, Animal Health Global Communications May 2023 – November 2023

- Supported the global communication team by assisting with intranet support, employee memos, HR communications, drafting website copy, fact sheets, policy documents and PowerPoint slides.
- Developed weekly internal news content, publishing over 70 articles on the company's intranet to engage 1,000+ employees across global regions.
- Supported enterprise-wide communication with the planning and production of two quarterly global town hall events.
- Produced and edited video content featuring senior leaders and HR for internal digital and social channels.

Rutgers University, Graduate School of Applied and Professional Psychology Piscataway, NJ
Marketing and Communication Intern January 2023 – May 2023

- Planned and scheduled content weekly to be distributed through social media channels.
- Maintained content editorial tracker and calendar for external communication including social media.
- Provided support in drafting press releases about key milestones, research, awards, grants and initiatives.
- Assisted in designing and copywriting promotional materials to increase the school's visibility (programs, centers, clinics and research) through digital communication tactics including social media, ads and print.
- Coordinated multimedia projects, including planning, storyboarding, scripting and filming content for digital and social media channels.

Rutgers University, School of Communication and Information New Brunswick, NJ
Graduate Assistant, Student Services for Careers September 2022 – December 2022

- Planned, coordinated, and produced 19 episodes of a career talks series with alumni for digital and social media channels.

Kean University Union, NJ
Communication and Social Media Intern September 2021 – September 2022

- Designed graphics, social media content, drafted press releases to publicize events for the campus network.
- Curated weekly posts for social media channels that reached 100+ accounts week to week, increasing engagement by 6% weekly and following by 20% over a three-month period.

Kean University and Union TV 34 Union, NJ
Media and Production Assistant September 2021 – May 2022

- Led production for two series on public access television and digital channels, engaging 1,000+ viewers.
- Produced, filmed, and edited 30-minute episodes, consistently meeting deadlines.
- Researched trends, scripted, and storyboarded 10+ episodes, managing weekly content delivery.
- Scouted locations, developed scripts, and created talking points for talent and guests.
- Coordinated schedules and communication, ensuring smooth production with crew and talent.
- Developed promotional campaigns, including teasers and social media content, to increase viewership.

Education

Rutgers University – New Brunswick, NJ May 2024
Master of Communication and Media, *Specialization: Public Relations*

Kean University – Union, NJ May 2020
Bachelor of Arts in Communication, *Specialization: Media and Journalism*