
Brianna A. DeJesus

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Education

NYU SUMMER PUBLISHING INSTITUTE June 2025 / KEAN UNIVERSITY May 2026

B.A. Communication Studies Minor: Philosophy and Religion

Experience

Philadelphia Eagles

Woodbridge, NJ

Virtual Business Development Participant

March 2026- Current

- Selected as 1 of 70 participants from a 600+ applicant pool to analyze organizational strategy
- Engaged with senior business executives contributing thoughtful questions on strategy and operations
- Synthesized key insights while building professional relationships through strategic networking

Girls on the Run

Woodbridge, NJ

Middlesex County Director

Oct 2025- Current

- Led sponsor and partner communications strengthening relations and increasing visibility
- Partnered with leadership and cross-functional teams to provide updates to stakeholders
- Designed digital storytelling campaigns that effectively communicate program objectives and experience

HEALTHY BODY HEALTHY MIND

Woodbridge, NJ

Wellness Communication Associate

May 2024- February 2026

- Managed multi-channel communications including digital content to strengthen brand cohesion
- Tracked and analyzed engagement metrics to improve operational communications and outreach
- Produced accessible multimedia guides to communicate concepts to diverse target audiences

KNOT JUST BAGELS

Woodbridge, NJ

Staff Member & Integrated Social Media

May 2024- June 2025

- Designed and executed campaigns to promote products, drive engagement, and increase foot traffic
- Leveraged customer data and feedback to enhance service delivery and overall customer experience
- Coordinated and onboarded new team members ensuring consistent brand messaging and workflow

KEAN UNIVERSITY CHAIR OF STUDENT-LED RESEARCH

Union, NJ

Research Assistant

October 2023- April 2025

- Presented findings at national recognized conferences translating technical data into compelling presentations
- Collaboration with faculty and student teams to support project planning and documentation of research
- Edited research publications to ensure concise language meeting journal standards

Woodbridge Chamber of Commerce

Woodbridge, NJ

Communication Media Intern

March 2023- June 2024

- Distributed newsletters, press releases, and overall consistent messaging
- Support event promotion and community engagement initiatives through multimedia campaigns
- Collaborated research on community and business trends to inform content strategy and improve networks

Engagements & Acknowledgements: Keynote Speaker at 1st Woodbridge Township Women's Conference, Southern Communication Association Top Paper Award in Inclusion, Diversity, HISPA Role Model

Skills: Internal & Executive Communications, Stakeholder Engagement, Research & Writing, Analytics Interpretation, Content Strategy & Campaign Execution, Presentation Design & Public Speaking, Multimedia & Digital Communication