Alum of the month

Jenna Reynolds
Sr. Manager, Digital Marketing
Planet Fitness World Headquarters
CHHS- Class of 2007
(Recreation Management and Policy)

What are you currently doing? What is the most rewarding aspect of your career?

I have 2 primary focuses for my main responsibilities. The first is I am currently the strategist for all of Planet Fitness’s social media focused on acquisition and member retention. This includes understanding which platforms are best for the brand, what type of content resonates with current members and prospects, as well as how to support the franchisees in their local marketing which also levels up the national efforts.

The second focus is on our reputation management. I oversee a team that responds to our social comments and reviews in providing excellent customer service, addressing questions and rewarding our members for their incredible fitness journeys.

Speaking of rewards, the most rewarding part of my career is finding the brand enthusiasts and advocates and surprise and delighting them with gifts. We have sent out pizza to pregnant members who craved it all the way to flowers on someone’s birthday. They are small gestures to show our community that we are more about their club visits but about their journeys as a whole.

What do you know now that you wish you’d known while an undergrad?

If all dogs go to heaven. Kidding! I wish I had done more hands-on experiences to refine what I felt the best fit was for my professional career. I stuck with my RMP roots and am in the fitness industry but have found my passion is more on the business side with social media and creative. I would recommend to any current student to find internships or ask to shadow friends/family in areas you think you have an interest in as it can really help solidify what path you want to go on.

What advice do you have for students interested in your field?

Always be thirsty for knowledge. The digital landscape is always changing and it is hard to keep up with but it is fascinating and worth it. Have an open mind and seek out opportunities to learn new traits.

Career Technology

Career and Professional Success provides a number of platforms and career technology tools to assist students in building professional success. These tools are free and available year-round to all UNH students.

VMock is a sophisticated resume review tool that uses artificial intelligence to assess and offer instant feedback on your resume.

vmock.com/unh

InterviewStream is a video interviewing platform that allows you to practice interviewing and review your performance!

unh.interviewstream.com

Wildcat Connections is designed exclusively for Wildcats to bring students and alumni together online to ask questions, seek guidance, coach, inspire, and share professional success stories.

wildcatconnections.unh.edu

Handshake is the online home to search/apply for jobs and internships, research employers, schedule counseling appointments, and more.

unh.joinhandshake.com

Save the Dates!

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<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Time</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>Aug 29</td>
<td>Fall Part-Time &amp; Work-Study Fair</td>
<td>12:00 PM - 2:00 PM</td>
<td>MUB Granite State Room (GSR)</td>
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<tr>
<td>Sept 17</td>
<td>Fall Resume Review Day</td>
<td>11:30 AM - 3:00 PM</td>
<td>MUB GSR &amp; Strafford Room</td>
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<tr>
<td>Oct 01</td>
<td>Fall Career &amp; Internship Fair</td>
<td>1:00 PM - 5:00 PM</td>
<td>Whittemore Center</td>
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<tr>
<td>Jan 28</td>
<td>Spring Part-Time &amp; Work-Study Fair</td>
<td>12:00 PM - 2:00 PM</td>
<td>MUB Strafford Room</td>
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<tr>
<td>Feb 11</td>
<td>Spring Resume Review Day</td>
<td>11:30 AM - 3:00 PM</td>
<td>MUB GSR &amp; Strafford Room</td>
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<tr>
<td>Feb 25</td>
<td>Spring Career &amp; Internship Fair</td>
<td>1:00 PM - 5:00 PM</td>
<td>Whittemore Center</td>
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What experiences and/or people have had significant impacts on your career journey?
All of them – honestly. I strongly believe every failure and success and all that were involved in each of those moments have helped shape who I am and where I am today. I strongly encourage everyone to take a step back from each situation and do your best to observe before taking action.

Based on your experiences and education, what skills do you think have been the most helpful in your career?
Being a team player, practicing patience and soak up as much knowledge as you can, even if random and not relevant to your passions. I have been amazed on how certain pockets of knowledge from my memory has come in useful. Additionally, if you put in the hard work, you will see the output. Lastly – make sure to have fun. As cheesy as it is, each day is owned by you and if you learn to enjoy the road and all of its curves and changes, you will love it. Don’t take life so seriously, crack a joke or insert puns into conversations as much as possible.

How did you obtain your first job after graduation? What steps did you take, and what would you recommend to others?
The day I graduated, I packed up my Jeep and drove out west. I didn’t know where I would end up or what I would do but alas landing in Park City and started working for Marriott’s ski resort branch. From there I was put into a bunch of different roles and took on more tasks than required. This was huge in giving me the first real-life insights into what I trained for versus what I felt most passionate about. Stretch your wings when you graduate and don’t be afraid of some trial and error!

Want to know more? Connect with Jenna: jenna.reynolds@pfhq.com

Jobs and Internships
Handshake is an online recruiting and job platform that connects college students to employers. To know more about the jobs below (and many others!) log in through your Handshake account.

Got Skills?
The summertime is a great time for swimming and camping! It is ALSO a great time to review your resume!

You probably have your experiences listed - your jobs, internships, volunteer experiences, clubs and organizations, research projects, etc. - correct? Now read through your bullet points. Have you sold your skills sufficiently or have you simply listed your job duties? Remember, your bullet points should read as a list of ACCOMPLISHMENTS with evidence of your skills - they are not simply a listing of your responsibilities.

So, what skills should you be highlighting?
What skills are employers seeking?

Teamwork/Collaboration
Problem Solving
Critical Thinking
Leadership
Attention to Detail
Advocacy
Flexibility/Adaptability
Oral/Written Communication
Organizational
Time Management
Interpersonal Skills
Compassion/Empathy
Work Ethic
Global/Intercultural Fluency
Research/Analytical
Digital Technology
Professionalism
Creativity/Innovation

Nashoba Learning Group  #2823028 Special Ed Teacher (non-licensed)