JANA KING

Marketing and Communications Coordinator

Jana King, Marketing and Communications Coordinator, brings over 10 years of experience in developing and implementing successful creative marketing and storytelling strategies. Jana's expertise in leveraging existing successful approaches with up-to-date best practices across various media, including print, web, email, and social media is an asset in communicating science to the public in an engaging and effective way. Jana is currently completing her thesis on social media applications in disaster management and emergency response for Louisiana communities at Loyola University New Orleans and is expected to graduate in 2025, and this research has deepened her involvement in the environmental communications sector. In her free time, Jana enjoys making videos about DIY projects, cooking, and other interests. She is also a candlemaker, selling in stores and art markets around New Orleans since 2020.

ORGANIZATION ROLE

Marketing and Communications Coordinator

PROJECT ROLE / FOCUS AREAS

Technical coordination

Team coordination

Structured decision making

Hydrology

EDUCATION

MS, Marketing and Communications, Loyola University New Orleans, anticipated 2024

BA, Communication Studies, Louisiana State University, 2021

PROFESSIONAL EXPERIENCE

2024–Present: Communications, The Water Institute

2023–2024: Social Media & Content Strategist, Coalition to Restore Coastal Louisiana/AmeriCorps

2020–2021: Marketing Manager & Administrator, New Orleans Dance Academy

2018–2020: Marketing Director & Legal Assistant, Cueria Law Firm