

# Advisory Board Profile

Jenny Wilburn



Jenny Wilburn is a 1998 graduate of the department where she concentrated in broadcasting. She currently serves as the senior manager of digital communications and social media at The Coca-Cola Company.

She works with a full team to handle all social media communication from corporate channels. She and her team work to create and deliver content for Coca-Cola's journalism website. She also works to develop new methods of storytelling as well as new methods to ensure spread of stories. Prior to her communication manager position she was the social newsroom manager for Coca Cola.

Jenny wants communication majors to know that it's not about the money. "Figure out what you like doing-and start there. You aren't in the communication field for the money, you're in it because you're passionate. Work with that-and make it work for you."

Jenny is married to Jonathon Wilburn and they have two children, James Wilburn and Addie Wilburn.

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