

JENNIFER HILL

SOCIAL MEDIA MANAGER

LET'S WORK TOGETHER!

LinkedIn: <https://www.linkedin.com/in/jenniferhill>

Website: <http://jenniferhill.com/portfolio/>

PROFILE SUMMARY

Social media manager with a background in content creation for Facebook, Twitter, and Instagram. 3+ years of experience in higher education through working with organizations to increase student awareness and engagement in digital resources. Recently graduated with a Communication and Digital Studies degree and looking to bring strong video, audio, graphic, and digital skills to any social media marketing strategy.

CONFERENCES

- Digital Artist Presenter at Domains 2019 Conference
- Speaker at Domains 2019 Conference, Session: If You Give A Student A Domain, They'll Probably Want A Domainsaur
- Speaker at Domains 2019 Conference, Session: Weaponizing Your Website
- Presenter at UMW's 2019 Women and Gender Studies Undergraduate Research Forum
- Student Panelist at UMW Homecoming Summit: The Career Ready Digital Identity Imperative

CERTIFICATIONS

- Google Analytics for Beginners
- Safe Zone Certified

WORK EXPERIENCE

Peer Tutor and Student Supervisor

Digital Knowledge Center (January 2017- May 2020)

- 2017-2018 Tutored students in a variety of digital identity enhancing tools including WordPress, iMovie, Final Cut Pro, Adobe Premiere Pro, Audacity, and Adobe Photoshop
- 2018-2019 Created and managed branding and awareness projects as a DTLT Aide, designed presentations and produced content
- 2019-2020 Developed support documentation, trained staff, oversaw day-to-day operations, experimented with new technology, managed events, supervised staff projects, chaired hiring committees, facilitated collaboration between other UMW offices to promote increased incorporation of digital skills into UMW culture, and guided staff and students through the transition to digital learning due to COVID-19

Social Media Intern

Launch Compass (June 2019 - August 2019)

- Researched target audiences and assembled specific techniques to garner increased interaction with social media content
- Created engaging graphics and videos for social media accounts to establish a strong brand identity
- Developed eye-catching promotional materials (flyers and posters) for increased interest and interaction at outreach events

Social Media Coordinator

The Church of Jesus Christ of Latter-day Saints
(February 2016 - March 2016)

- Designed informational and behind-the-scenes graphics to build engagement on social media pages
- Created the organization's Facebook page and expanded its audience and reach
- Posted regularly on social media to convert online engagement into well-attended performances

PAST EDUCATION

University of Mary Washington

B.A. Communication and Digital Studies (2016-2020)

- Graduated Summa Cum Laude as a UMW Honors student
- Outstanding Major in Communication and Digital Studies
- Communication and Digital Studies Department Honors

PROFESSIONAL SKILLS

- Social Media
- Zoom
- Google Apps
- Teamwork
- Digital Identity
- WordPress
- Blogging
- Storytelling
- Branding
- Canva
- Adobe Photoshop
- Final Cut Pro
- Audacity
- Presentation Tools