

# 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, Instagram, and LinkedIn. 3+ years of experience in higher education with the goal of increasing student awareness and engagement in digital resources. Communication and Digital Studies graduate 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 Domainosaur
- 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

### Social Media, Website, and Outreach Manager

*Launch Compass and Gift A Career* (June 2019 - August 2019, September 2020 - April 2021)

- 2019, Launch Compass: Researched target audiences and assembled engaging graphics (social media, flyers, posters, etc.) and videos to attract users
- 2020-2021, Gift A Career: Worked on the front-end development of the website, specifically page design and CSS customization, and assisted in the creation of the back-end
- 2021, Gift A Career: Created informational social media content and contacted organizations, two national government agencies, and one state agency within the first week of outreach were interested in partnering

### 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 Coordinator for Theatre Production

*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