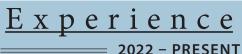
JENNA HILLMAN

Charismatic, persuasive and deadline-driven marketing/public relations specialist offering experience in social media, brand campaign management, media pitching, and copywriting. Excellent at multitasking as well as time and resource management. Highly detail-oriented and creative with a keen eye for tracking and implementing trends.



Barret Bonfantini Productions

- Content creator for Wasted Grain's TikTok account (@WastedGrainScottsdale)
- · Engage with followers
- Increased following by 454% within first two weeks
- Had a video hit over three million views

2018 - PRESENT

Phoenix Suns Dancer

- Manager of capturing content, copywriting, and concept development for the Phoenix Suns Dancers social channels (Instagram, TikTok, and Twitter)
- · Performer and choreographer for game performances
- Assisted with sponsorship opportunities and increasing fan attendance

2021 - 2021

Allied Global Marketing

- Identify and reachout to social media influencers for potential partnerships
- Host and manage events

2021 - 2021

Cronkite PR Lab/ ASU Athletics/ Phoenix Rising

- Create feature stories to increase ticket sales and ASU recruits.
- Pitch and identify collaboration opportunities by thoughtfully partnering with brands that have cross-over audiences increasing the ROI
- Carefully curate media lists

<u>E d u c a t i o n</u>

2018 - 2021

Mesa, Arizona t: 480-244-8144 Jenna.hillman14@gmail.com

https://jennahillman14. journoportfolio.com

ASU - Walter Cronkite School of Journalism

- The Walter Cronkite School of Journalism and Mass Communication with an emphasis in Public Relations
- Graduated in 3.5 years with Cum Laude

Writing

Copy Writing Press Releases Editing Long form

Media Relations

Pitching Local Press Building Media Lists Creating Relationships Muckrack and Meltwater

Social Media

Building Strategy Content Creation Monitering Engagement Writing Copy Canva UNUM