

# 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.

## Experience

2022 – PRESENT

### 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

## Education

2018 – 2021

### 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

### Social Media

Building Strategy  
Content Creation  
Monitoring  
Engagement  
Writing Copy  
Canva  
UNUM

### Writing

Copy Writing  
Press Releases  
Editing  
Long form

### Media Relations

Pitching Local Press  
Building Media Lists  
Creating Relationships  
Muckrack and  
Meltwater

Mesa, Arizona

t: 480-244-8144

Jenna.hillman14@gmail.com

<https://jennahillman14.journoportfolio.com>