

# AMBER BILLS

MARKETING | PR | WRITING

## CONTACT

amberbills2015@gmail.com  
216-789-4275  
[amberbills.journoportfolio.com](http://amberbills.journoportfolio.com)

## EDUCATION

Baldwin Wallace University, Berea, OH  
BA in Public Relations  
Minors: English Writing & Marketing

- Member of Lambda Pi Eta National Communication Association Honor Society
- Society of Professional Journalists Mark of Excellence Awards, Region 4
  - 2018 Finalist (individual), General News Reporting
  - 2018 Finalist (staff), Best All-Around Non-Daily Newspaper

## SKILLS

- AP Style
- Adobe InDesign & Illustrator
- Hootsuite
- MailChimp
- Crisis Communications
- Salsa Engage
- Event Marketing
- Google Workspace & Analytics

Social Media: Instagram, Facebook, Twitter, Pinterest, VSCO, Had a Tumblr phase, Snapchat, LinkedIn

## LEADERSHIP

### Co-Director, Member

FACES FOR RADIO IMPROV  
SEPT. 2016 – MAY 2019

### President, Vice President

BW PHILOSOPHY CLUB  
FALL 2017; 2016–2017

## WORK

### Public Relations & Marketing Coordinator

LUPUS FOUNDATION OF AMERICA,  
GREATER OHIO CHAPTER  
NOV. 2019 – JAN. 2021

- Contributed to copywriting, editing, content creation, publicity writing, & brand strategy; raised funds, increased awareness, & supported constituents
- Enhanced & tracked social media channels to gain over 2.2K followers in a year; supervised an intern
- Fulfilled grant projects: a magazine, podcast, resource pages, community partnerships, & virtual events
- Executed marketing campaigns, which led to \$60K fundraised in a year and record high Facebook donations
- Became a faceless but friendly voice to many via helpline, emails, & DMs; provided resources & hope

### Marketing & Events Apprentice

DORSET THEATRE FESTIVAL, DORSET, VT  
MAY 2019 – SEPT. 2019

- Coordinated community outreach, grassroots marketing, & media relations to increase ticket sales & engagement
- Was responsible for email marketing, copy editing, press packeting, Google Drive-ing, & donation filing (Salesforce)
- Co-managed front-of-house, ensured a positive experience for guests, & bartended to Roz from Frasier

### Digital Communications / Marketing Intern

BALDWIN WALLACE UNIVERSITY RELATIONS  
OCT. 2018 – MAY 2019

- Wrote alumni success stories for bw.edu & optimized content for the web
- Created digital media and print advertising to drive attendance to a university-wide festival #BWovation2019

### Associate Editor – Social Desk / Copy Editor

THE EXPONENT, BW STUDENT NEWSPAPER  
SEPT. 2017 – MAY 2019

- Wrote several front-page news stories & led the social media team to grow the digital presence of the paper

### Marketing Intern & Writer

NORTHEAST OHIO WEDDINGS MAGAZINE  
JUNE 2018 – AUG. 2018

- Helped plan SEO & PR, wrote articles, and created a digital marketing plan to promote the startup magazine

Still not sure? References are available upon request.