



STRATEGIST

804.516.4612

jill@jillsalzman.co

jillsalzman.co

EDUCATION

VCU Brandcenter, May 2020
M.S. Business, Branding, Strategy

Elon University, 2017
BA: Strategic Communications
Minor: Business Administration

SKILLS

consumer journey mapping
target personas
campaign strategy
creative brief writing
brand identity/positioning
comms framework
SWOT analysis

TOOLS

crimson hexagon
adobe creative suite
simmons
final cut pro

SOCIAL MEDIA

[Facebook.com/jill.salzman](https://www.facebook.com/jill.salzman)
[Instagram: @jillysalz](https://www.instagram.com/jillysalz)
[Linkedin.com/in/salzmanjill](https://www.linkedin.com/in/salzmanjill)

EXPERIENCE

SHOOK KELLEY

Brand Strategy Intern, Spring 2017

Performed brand audits and complete 360 of company in order to form communications and marketing plan to grow existing brand and create a digital presence for Shook Kelley.

Things learned: all office dogs' names, the importance of having a unique point of view

GARDEN GROVE BREWING COMPANY

Communications Intern, Summer 2016

Front row seat to a new small business in an oversaturated industry. Developed website content, constructed weekly e-newsletter, created ads for upcoming musical acts, gave brewery tours, moonlit as a bartender.

Things learned: almost anything makes a good beer ingredient (i.e. duck fat), pick one thing and learn to do it really well

SOMETHING BAROWED -- *not a typo

Intern, Jan 2015 – Jan 2017

Joined as the first intern to a side-hustle, start-up business. Managed events, acted as liaison to clients, assisted with vendor shows, acted as jack of all trades as both intern and assistant.

Things learned: how to start up a start-up, don't give up on your passions

MMI PUBLIC RELATIONS

Public Relations Intern, Fall 2015

Tracked industry trends and managed clients' social media.

Things learned: "trendy" can be taboo, how to adapt in a constantly evolving industry

AMERICAN DIABETES ASSOCIATION

Special Events Intern, Summer 2015

Things learned: a great cause needs especially great work