

# JILLIAN PEDERSEN

DIGITAL MARKETING

## SKILLS

### Technical

Proficient in Adobe Suite including: Photoshop, Illustrator, Premiere, After Effects, InDesign and Audition

Advanced in Web Design including: CSS and HTML

### Professional

- Graphic Design
- Marketing
- Social Media
- Event Planning
- Video Editing
- Web Design
- Management

## EDUCATION

### University of Mary-Hardin Baylor

2009, Graphic Design

## EXPERIENCE

### 2014 - 2019 CRISTA Media, SPIRIT 105.9 | Digital Content Director

- Oversees the external imaging of SPIRIT 105.9 as a Senior Graphic Designer to promote and enhance public perception that is in line with the mission and brand excellence of the station.
- Elevates the standards and performance of the station's digital assets including ad campaigns, social media management, graphical representation and website content.
- Manages large scale events including music festivals with record breaking traffic for corporate sponsorship and community connection.
- Works closely in partnership with sales team developing creative solutions to gain impactful partnerships.

### 2015 - 2019 The Cosmetic Dentists of Austin | Social Media Manager

- Generates inbound leads and inquiries from strategically planned creative content featuring specific SEO-friendly keywords.
- Executes and directs social media marketing plans, analyzing insights and performance to garner maximum results.
- Challenges engagement and reach using A and B testing techniques to develop and enhance effective digital marketing campaigns.

### 2012 - 2014 KVUE Television | Graphic Designer

- Complemented newscasts with imaging that fit within the confines of the station's branding and imaging standards.
- Developed key video elements to reinforce visual references for large viewing audiences.
- Met tight deadlines with excellence, thriving in high-stress environments.

### 2011 - 2014 Leverage PR | Graphic Designer & Social Media Manager

- Branded social media accounts for national clientele with innovative marketing strategies to promote growth and networking.
- Garnered publicity through influencer marketing and key collaborations.
- Developed strategic imaging to establish and enhance public perception.
- Oversaw and managed web projects with international team members.
- Practiced engaging copywriting utilizing unique storytelling opportunities to elevate brand recognition and generate media attention.