

JILL AUSTIN

ASPIRING PUBLIC RELATIONS PROFESSIONAL

Contact Me



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Education

The University of Alabama Bachelor of Arts

- Major in Public Relations
 - Specialization in Digital Marketing and Technology
- Major in Political Science

Skills Summary

- Search Engine Optimization
- Hootsuite/Later Software
- Graphic Design
- Digital Content Creation
- Adobe Creative Cloud
- Microsoft Office Suite
- Market Research

Awards Received

- Certified in Google Analytics, Google Ad Search and Display, and Facebook Ads
- Published press release in Yahoo! Finance and PR Newswire Magazine
- Helped land two start-up clients features in Forbes within two months.

Work Experience

Public Relations Intern

PagnePR • 2020-Present

- Work closely with the public relations team in developing strategies, meeting clients, and coordinating content with the creatives team
- Write press releases and other media communications to promote clients
- Managed clients such as Martha Stewart, Paris Hilton, 3x Emmy Award Winning Journalist, Dhomonique Ricks Murphy and Forbes Featured 19-year-old CEO, Mercedes Molloy

Head of Media

University of Alabama Hockey Club • 2019-Present

- Generate, edit, publish and share engaging content daily
- Plan and direct all administrative, financial, and operational activities for the organization
- Monitor SEO and web traffic metrics

Assistant Director of Public Relations

University of Alabama Dance Marathon • April 2020-September 2020

- Assist the Vice President of Communications in day to day duties
- Assist in posting to all social channels for The University of Alabama Dance Marathon
- Analyze social media analytics to help measure success of campaigns

Campus Involvement

- Alpha Omicron Pi Assistant Senior and Alumni Relations Director
 - August 2019-May 2020
- Member of Professional Women in Business Club
 - August 2019-Present
- Member of Public Relations Council of Alabama
 - August 2018-Present
- Member of Public Relations Student Society of America
 - August 2018-Present
- Member of University of Alabama Dance Marathon
 - August 2017-September 2020
- Member of Alpha Omicron Sorority, Alpha Delta Chapter
 - August 2017-Present