



# LORI JACKSON HILL

## DIGITAL MARKETING & GRAPHIC DESIGN

📞 (336) 549-3690

✉️ lori.hill@ljhmarketingstudio.com

🌐 ljhmarketingstudio.com

### EDUCATION

- 2021 – Present **MASTER OF BUSINESS ADMINISTRATION**  
**UNIVERSITY OF NORTH CAROLINA AT GREENSBORO**  
Greensboro, North Carolina, Marketing Concentration
- 2012 – 2016 **BACHELOR OF FINE ARTS**  
**SAVANNAH COLLEGE OF ART AND DESIGN**  
eLearning, Graphic Design, Magna Cum Laude
- 2003 – 2005 **ASSOCIATE OF APPLIED SCIENCE**  
**GUILFORD TECHNICAL COMMUNITY COLLEGE**  
Jamestown, North Carolina, Advertising & Graphic Design

### EXPERIENCE

- 04.2021 – 06.2022 **DIGITAL MARKETING SPECIALIST**  
Fungi Marketing, Greensboro, NC  
*Digital marketing, WordPress website maintenance & content (including SEO), Google Analytics traffic measurement, and more for clients in an agency environment*
- 06.2020 – 04.2021 **DIGITAL MARKETING SPECIALIST**  
HealthTeam Advantage, Greensboro, NC  
*Developed organic social media channels, email newsletter design, digital marketing graphic design, editing Wordpress website for Medicare Advantage insurance company*
- 02.2017 – 10.2019 **DIGITAL GRAPHIC DESIGNER**  
Flow Marketing Services, Winston-Salem, NC  
*Conceptualized digital marketing strategies & designed responsive HTML email campaigns, website graphics, display ads, and print pieces for a large automotive company*
- 06.2013 – 02.2017 **GRAPHIC DESIGNER / DIGITAL MEDIA SPECIALIST**  
DealerActive / DA Solutions, Burlington, NC  
*Created and designed all digital marketing, web, and print graphics for automotive dealerships in a small agency setting; also provided support for automotive e-commerce websites; managed team of 3 junior designers*

### CERTIFICATIONS, HONORS, AND AWARDS

- 2022 – 2023 Google Ads Certifications:  
Search / Display / Shopping / Measurement  
Google Analytics Individual Qualification  
*Skillshop*
- 2012 – 2016 Academic Honors Scholarships  
Artistic Honors Scholarships  
*Savannah College of Art and Design*

### SOFTWARE & CODING

- » Adobe Creative Cloud  
*Acrobat (advanced)*  
*Dreamweaver (advanced)*  
*InDesign (advanced)*  
*Illustrator (advanced)*  
*Photoshop (advanced)*  
*Premiere (proficient)*
- » HubSpot
- » Microsoft Office
- » Google Suite
- » Coding and Authoring for Web  
*HTML5 (advanced)*  
*CSS (advanced)*  
*JQuery (proficient)*  
*Javascript (proficient)*
- » Mac and PC Proficiency

### SKILLS

- » Content Management Systems (CMS)  
*WordPress*  
*Shopify*  
*Wix*  
*Squarespace*
- » UX and Graphic Design for Web
- » Web Design
- » Copywriting, Copyediting, and Proofreading
- » Digital Marketing Design, Production, and Strategy
- » Email Marketing  
*Constant Contact*  
*HubSpot*  
*Mailchimp*  
*Salesforce Marketing Cloud*
- » Google Analytics
- » Google Ads
- » Google Tag Manager
- » Social Media Marketing  
*Facebook*  
*Instagram*  
*LinkedIn*
- » Strong Organizational & Time Management Skills