



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

- 07.2022 – Present **EMAIL MARKETING MANAGER**
CareerBuilder, Chicago, IL (remote)
Strategize, organize, and produce B2C email marketing campaigns for a substantial job seeker audience in a large corporate environment
- 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

CERTIFICATIONS, HONORS, AND AWARDS

- 2022 – 2023 Iterable Foundations Certification
- 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
- » UX and Graphic Design for Web
- » Web Design
- » Copywriting, Copyediting, and Proofreading
- » Digital Marketing Design, Production, and Strategy
- » Email Marketing
Constant Contact
HubSpot
Mailchimp
Iterable
Salesforce Marketing Cloud
- » Google Analytics
- » Google Ads
- » Google Tag Manager
- » Social Media Marketing
Facebook
Instagram
LinkedIn
- » Strong Organizational & Time Management Skills