



LORI JACKSON HILL

DIGITAL MARKETING & GRAPHIC DESIGN

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EDUCATION

- 2021 – 2025 **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 – 05.2023 **EMAIL MARKETING MANAGER**
CareerBuilder, Chicago, IL (remote)
Provide strategy, organize, write copy and analyze performance statistics specific to business objectives & KPIs for email newsletters and other marketing campaigns targeted to a B2C audience for a large, corporate online job platform
- 04.2021 – 06.2022 **DIGITAL MARKETING SPECIALIST**
Fungi Marketing, Greensboro, NC
Digital marketing strategy & execution, WordPress website maintenance & content updates (including SEO), Google Analytics traffic measurement, ad hoc reporting, account management, and more in an agency environment
- 06.2020 – 04.2021 **DIGITAL MARKETING SPECIALIST**
HealthTeam Advantage, Greensboro, NC
Developed all organic social media channels, email newsletter marketing & design, digital marketing graphic design, and editing WordPress website for Medicare Advantage insurance company
- 02.2017 – 10.2019 **DIGITAL GRAPHIC DESIGNER**
Flow Marketing Services, Winston-Salem, NC
Digital marketing strategy & design responsive HTML email campaigns, website graphics, display ads, and print pieces for a large local automotive dealership

CERTIFICATIONS

- 2022 – 2023 **Iterable Foundations Certification**
- 2022 – 2023 **Google Ads Certifications**
Search / Display / Shopping / Measurement
Google Analytics Individual Qualification
Skillshop

SOFTWARE & CODING

- » Adobe Creative Cloud
- » Microsoft Office
Excel, PowerPoint, Word
- » Google Workspace
- » Coding and Authoring for Web
HTML, CSS

SKILLS

- » Content Management Systems (CMS)
WordPress, Shopify
- » Graphic and UI/UX Design for Email and Web
- » Web Design
- » Copywriting, Copyediting, and Proofreading
- » Digital Marketing Design, Production, and Strategy
- » Email Marketing
SparkPost, Iterable, Constant Contact, HubSpot, Mailchimp, Salesforce Marketing Cloud
- » Marketing Performance Statistical Data Analysis
- » ROI-Focused KPI Adherence and Performance Marketing
- » Reporting and Slide Decks
- » Google Analytics (UA and GA4)
- » Google Search and Display Ads
- » Google Tag Manager
- » Paid Social Media Marketing
Facebook, Instagram, LinkedIn