

JILL R GIBBONEY

CONTACT INFO:

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

EDUCATION

University of Cincinnati
Bachelor of Arts in Communication, Minor in Public Relations

- Graduated Magna Cum Laude
- Member: National Communication Association Honors, Lambda Pi Eta, PRSSA

West Virginia University
Master of Science in Integrated Marketing Communication, projected graduation of Spring 2023

CERTIFICATIONS

Monday.com Project Management Beginner Course Certificate, 2021

Hubspot Content Marketing Certificate, 2022

PROFESSIONAL AFFILIATIONS

- Vice Chair, Cincinnati Accessibility Board of Advisors, Cincinnati City Hall
- Chair, Subcommittee on Accessibility, Blink Cincinnati, 2019, 2022
- Board of Trustees, Visionaries + Voices,
- Planning Committee: 2020 Cincinnati Disability Pride March (ADA30)
- Action Tank Equity Advisory Committee

PROFESSIONAL BACKGROUND

Integrated Campaign Manager

nugs.net | Oct 2021 - present

- Supervise the execution, monitoring, and measurement of marketing campaigns and their success
- Ensure campaign implementation follows organizational guidelines
- Compile regular reports of campaign performance and results
- Improve new campaigns using data and feedback from existing and previous projects
- Writing and proofreading marketing copy, as well as managing campaign timelines and contributors (designers, vendors, and internal stakeholders)
- Drive the creation of audio and video content release marketing plans for artists to drive awareness and engagement with new content among current and prospective subscribers
- Organic YouTube Channel Strategy Development & Optimization
- In partnership with editorial strategist lead, develop and maintain a YT channel strategy to drive channel subscriber growth, build the evolving (and soon to be refreshed) nugs.net brand name
- Chapterize content to drive optimal searchability and increase engagement

Marketing and Promotions Coordinator

University of Cincinnati | Aug 2016 - Feb 2020

- Managed internal and external digital marketing, communication, crisis communication, and public relations campaigns under the direction of the Chief Information Officer and Vice President.
- Worked closely with the Director of Creative Services on the Branding Committee to help guide and implement University campus-wide brand standards; executed and vetted all divisional branded items.
- Managed divisional content calendar, and worked with the entire division to create promotional items and marketing campaigns promoting shared services.
- Solely executed design, layout, content, photography, and print of quarterly Communiversy catalog.
- Managed a team of student workers; art-directed content and assets for social media, including best practices in social media optimization.

Office Manager

Fanmail Marketing | May 2015 - Aug 2016

- Planned, created, and executed posts to all social media accounts and executed custom social media optimization for each account.
- Executed all HR matters for the agency, as well as for the sister company, Hyperdrive Interactive.
- Fulfilled all account communication matters and reporting for nationally recognized clients such as Sony Music, Concord Music Group, D'Addario, Warner Music Group, Evenflo, and Wikia.