**HILLARY MARTIN**

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 **EDUCATION:** Bachelor of Arts in Journalism, Advertising and Media Studies

 Emphasis: **Strategic Communications, PR and Marketing** Certificates: Digital Arts and Culture Certificate

 University of Wisconsin-Milwaukee: May 2012 Graduate

 **Major GPA: 3.65**

 **EXPERIENCE:
Corvisa, LLC** Milwaukee, Wisconsin
*Marketing and Social Media Intern, May 2012-Present*

* Provide marketing consulting for Advent Financial, Mango Moving, and StreetLinks Lender Solutions
* In charge of all social media for Corvisa, LLC as well as StreetLinks Lender Solutions
* Assist in planning for trade shows and events for Advent Financial and StreetLinks Lender Solutions
* Create marketing materials, blogs and website content

**Milwaukee Radio Alliance** Menomonee Falls, Wisconsin

*Promotions Assistant, January 2011-Present*

* Setting up, executing and tearing down of live remote events
* Event set up includes: organizing necessary materials, setting up booths, displaying advertisements (banners, signs, etc.)Assist in planning for trade shows and events
* Event execution includes: conducting contests, distributing marketing and promotional literature, conversing with listeners, conducting meet-and-greets with featured artists/bands
* Events include: live contests, bar/restaurant events, concerts, local community events (fairs, festivals, fundraisers), music festivals (Summerfest), Wisconsin State Fair

**Associated Banc-Corp** Milwaukee, Wisconsin
*Wealth Management Marketing Intern, September 2011- May 2012*

* Gathered and recorded data on monthly analytics
* Designed, created and proofed marketing materials
* Record keeping and database management
* Assist with Packers and Brewers events

**Business Administration & Technologies** Milwaukee, Wisconsin

*IT Specialist September, 2010-May, 2012*

* Assisted students with printing and software problems such as Microsoft Office, Excel etc.
* General office duties such as filing and answering phones

**Panther Bookstore** Milwaukee, Wisconsin
*Social Media Manager Intern, September 2011-December 2011*

* Researched social media practices
* Responsible for posting all tweets and Facebook status updates, Increased Facebook “likes” by 545%
* Used TweetDeck to create a calendar of events for future Tweets
* Wrote press releases and worked on PR tactics

**Kennedy Heights Community Center** Madison, Wisconsin
*Marketing and Communications Intern, June 2011-September 2011*

* Established and created an E-newsletter using Constant Contact
* Created brochures and fliers to display for community groups and events
* Established and maintained social media such as Twitter and Facebook while using analytics

 **LEADERSHIP AND AWARDS**

* Wisconsin Youth Quarter Horse Association- *Social Director. 2009-2010*
* UW-Milwaukee West Honor Society-*2009*, East Honor Society-*2010*

 **ACTIVITIES AND VOLUNTEER WORK:**

* Victory Gardens Initiatives. *Created 2011 Annual Report*
* Public Relations Student Society. *2010-2012*
* UWM Equestrian Team. *2009-2012.Secretary/PR Chair, Web Design and Social Media*