

Jennifer Hill

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Education

Rochester Institute of Technology (anticipated 2022)

Saunders College of Business

New Media Marketing, Bachelor of Science

Cumulative GPA: 3.9 / 4.0, Dean's List Fall 2018, Spring 2019, Fall 2019, Spring 2020, Fall 2020

Skills

- Excels at written communication
- Experience as a leader from years of extracurricular activities
- Collaboration skills honed through projects and professional experience working in groups
- Strong ability to analyze situations and make data-focused decisions

Work Experience

Genesee Country Village & Museum, Marketing Assistant Intern

Mumford, NY | May 2021 - August 2021

Assisted the museum's director of marketing in writing and editing media advisories, gathering and creating content for social media, creating and implementing marketing plans for events, and designing promotional materials

Saunders College of Business, Tutor

Rochester, NY | January 2020 - Present

Tutored students in Financial Management, Financial Accounting, Management Accounting, & Computer-Based Analysis (Excel) courses

Corning Museum of Glass, Explainer

Corning, NY | June 2018 - August 2019 (seasonal)

Giving tours for groups of 10-20 museum patrons, explaining glass processes, and giving details regarding pieces of art

Activities

President of RIT Mock Trial, RIT Student Government Women's Senator, Vice President of Marketing of RIT Women in Business, PR & Social Media Chair of RIT College Democrats, Treasurer of RIT Marketing, Advertising & Public Relations Club, Saunders Leadership Academy

Projects

Acteevate.com, Building a Web Business

Created and managed an e-commerce graphic t-shirt store using Shopify that donates 60% of profits to activist organizations like the ACLU and Planned Parenthood

SyncWhole, Business Plan & Pitch

Developed a business idea and plan with a team of other students across multiple semesters, created a final presentation deck and presented to a panel of business professionals

Technical Skills

Proficient in Microsoft Office Suite, Photoshop, Shopify, Google Analytics, graphic design skills, web design experience, social media management experience