

JILLIAN PROCOPE

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EDUCATION

MASTER OF ARTS IN STRATEGIC COMMUNICATION

American University

Expected graduation date: 2024

BACHELOR OF SCIENCE IN MASS COMMUNICATIONS

Towson University

2014-2020

WORK EXPERIENCE

SOCIAL MEDIA SPECIALIST

Alex's Lemonade Stand Foundation

January 2022 – April 2023

- Implemented effective copywriting strategies to drive user engagement and increase brand visibility
- Developed and implemented community engagement strategies resulting in increased user participation
- Developed captivating and trend-setting content tailored specifically for TikTok and Instagram
- Strategically designed comprehensive social media toolkits for influencers to effectively promote the Foundation's campaigns
- Utilized data-driven insights to identify areas of improvement and inform strategic decision-making

COMMUNICATIONS & MARKETING COORDINATOR

Phi Mu Fraternity

April 2021 – March 2022

- Developed and implemented effective content plans to ensure consistent brand messaging
- Produced compelling and diverse content across multiple mediums, including written articles, engaging videos, captivating photos, and visually appealing graphic
- Acted as the primary community manager and nurtured an active and engaged online community

CONTRACT CONSULTANT

Cotter Brobson Communications

August 2020 – June 2021

- Produced captivating social media content using photography, video production, graphic design, and compelling written copy
- Collaborated in the development of impactful press releases, persuasive talking points, and successful implementation of marketing campaigns
- Initiated and cultivated the Susquehanna Township K9 social media brand from its inception

COLLEGIATE CHAPTER SPECIALIST

Phi Mu Fraternity

September 2020 – May 2021

- Collaborated cross-functionally with various departments to develop compelling digital content, ensuring consistent brand messaging and engaging communication
- Contributed to the editorial team by providing valuable editing support for the fraternity's prestigious magazine, the Aglaia

EVENT COORDINATOR INTERN

JDK Group Catering

June 2019 – August 2019

- Played a key role in the seamless execution of diverse events, employing proactive planning, effective communication, and meticulous scheduling for a range of occasions such as annual events, weddings, dinner programs
- Streamlined and optimized the data entry and inquiry process for all inbound leads, ensuring efficient and accurate capture of vital information

SUMMER ASSOCIATE

Cotter Brobson Communications

June 2018 – August 2018

- Crafted compelling written content for social media platforms to captivate and engage target audiences
- Collaborated with cross-functional teams to ideate and execute impactful marketing campaigns
- Conducted comprehensive research on local media landscape and journalist profiles to inform targeted media outreach efforts

MARKETING & COMMUNICATIONS INTERN

Blenheim Community Drug Project (*Now Humankind*)

June 2017 – August 2017

- Played a key role in conceptualizing and implementing engaging campaigns
- Utilized Hootsuite and Google Analytics to gather and analyze data, generating comprehensive digital analytic reports

SKILLS

Social Media Management

Copywriting

Community Engagement

Editing

Project Management

Content Creation

Sprout Social

Later

Meta Ads

Video Editing

Adobe Illustrator

Canva

Social Analytics

Web Editing

Hootsuite

Influencer Relations