

JILL EUCHNER

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EDUCATION

The University of North Carolina at Chapel Hill

B.A., School of Media and Journalism (Public Relations Sequence)
Second Major, Political Science
Expected Graduation in May 2016

RELEVANT EXPERIENCE

Hornets Sports and Entertainment, Charlotte, NC

May 2015 – Aug. 2015

PR/Communications Intern

- Facilitate/organize press conferences detailing all major announcements between the Hornets brand and public
- Create template for weekly internal newsletter, "The Buzz" in order to increase internal communication strategies
- Update all records printed in annual Media Guide distributed to public and media

Summit Political Consulting Group, LLC., Durham, NC

Jan. 2015 – May 2015

Fundraising and Social Media Intern

- Optimize clients' online presence through social media platforms on Facebook, Twitter, Instagram and Google+
- Fundraise for clients' political campaigns through media events and phone calls
- Input and navigate a data analytics site of over 40,000 accounts

Socially Outward, Chapel Hill, NC

Sept. 2014 – Dec. 2014

Marketing Research Intern

- Local social media startup aimed at connecting consumers with businesses of their interest
- Initiate contact with over 200 local businesses in the triangle area in order to gain insight into their social media practices
- Organize and compile information taken from conversations with businesses and consumers in a way to pinpoint local market trends and apply that knowledge to connecting consumers with personalized business practices

Carolina Meadows, Chapel Hill, NC

Aug. 2014 – Dec. 2014

Public Relations Intern

- Write multiple blog posts, news advisories, and press releases regarding noteworthy events
- Compile research about effective social media practices and present advice on how to better the current social media accounts at bi-weekly meetings
- 4-5 hrs/wk spent on tasks

The Daily Tar Heel, Chapel Hill, NC

Nov. 2013 – Aug. 2014

Summer Intern Print Account Executive (April 2014 – Aug. 2014)

- Managed existing client accounts in a specific territory for an average monthly sales goal of \$10,000, which contributes to \$1.5 million annual revenue
- Beat the record for highest sales in June 2014 by going almost 110% over our \$47,000 goal
- Strategized with clients through excellent communication in order to create and execute effective print and digital advertisements

JOB EXPERIENCE

Sup Dogs Restaurant, Chapel Hill, NC

July 2014 – Present

Waitress

- Work 30 hrs/wk with a smile and enjoyable personality through an extremely fast-paced environment
- Continue balancing 15 hrs/sem in classes and internships with work

VOLUNTEER & COMMUNITY ACTIVITIES

Tar Heels Big Brother, Big Sister – (Aug. 2014 – Present), Sponsor

PRSSA Member – (Sept. 2013 – Present)

MoneyThink – UNC-Chapel Hill – Mentor (Sept. 2013 – Present), Expansion/Advertisement Chair (Sept. 2013 – Jan. 2014)

SKILLS/INTERESTS

Computer: Microsoft Office (Word, PowerPoint, Excel) & Social Media (Facebook, Twitter, Pinterest, LinkedIn)

Working proficiency in Adobe Creative Cloud: Illustrator, InDesign and Photoshop

Advertising Tools: AdSalesEngine, AdTracker Online