



JILL BERNDTSON

BRANDING • DIGITAL MARKETING • CONTENT CREATION • SOCIAL MEDIA • VIDEO

EXPERIENCE

BYOB HOLIDAY LIGHTS TROLLEY, LLC

Brand Director | Nov. 2024 to Present

- Designed and implemented consistent branding across all digital and print materials
- Managed and communicated to email lists totaling 100K+
- Managed 11 Facebook Pages and one Instagram account, answering customer questions and fueling their excitement
- Increased social media followers by 42% and engagement rate by 31% year-over-year
- Collaborated with 10 event managers and the CEO to ensure consistent messaging
- Implemented marketing automation best practices to increase efficiency

REAL CHEMISTRY

Social Media Manager - Thought Leadership | May 2023 to Nov. 2024

- Completed 100+ social profile audits, identifying opportunities for optimization and making strategic content recommendations
- Worked with 22 C-suite level executives across nine accounts to build their social media presence and enhance their thought leadership
- One of 12 individuals selected for Real Chemistry's first Road Rules challenge, allowing me to pitch and implement a new program idea in Real Chemistry's Chicago office
- Earned two executives a feature in LinkedIn Health Corner Newsletter

OVERWORKED PODCAST

Co-Founder, Producer | Feb. 2021 to present

- Record, edit and produce every episode of the bi-weekly podcast
- Manage all social media accounts
- Manage external guest speakers, including video and audio setup

AVIONOS

Digital Marketing Specialist | Oct. 2021 to May 2023

- Led and managed all digital content creation and strategy
- Planned, scripted, produced and edited 62 videos for YouTube and 80+ for social media to drive brand awareness
- Assisted with lead generation marketing efforts through email marketing, paid ads, SEO, social strategy, content creation, and website optimization
- Created and launched executive thought leadership program and employee advocacy programs on social media, grew Avionos' social media following by 231%, improved social engagement rate to 12x industry average
- Managed five interns, one contract writer, one web developer

Digital Marketing Associate | May 2020 to Sept. 2021

- Managed Avionos' social media accounts and social media ambassador program, including developing branding standards across platforms
- Created digital content including 22 blogs and 57 videos

Marketing Intern | Jan. 2020 to May 2020

- Planned, scripted, produced and edited 24 videos for Avionos' website and social channels
- Wrote 16 blogs for Avionos.com
- Wrote weekly social copy and created social graphics

BLUE CROSS BLUE SHIELD OF MICHIGAN

Corporate Communications Intern | May 2018 to May 2020

- Wrote 131 blogs for AHealthierMichigan.org and MIBluesPerspectives.com
- Assisted in the production of 138 videos and 51 social edits
- Wrote 68 scripts for videos and Facebook Lives
- Curated content for BCBSM's social media ambassador program
- Wrote weekly social copy for video content shared on social channels
- Conducted weekly analytics reports

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EDUCATION

B.A. ADVERTISING/PUBLIC RELATIONS

Loyola University Chicago

2016 - 2020

3.81 Cumulative GPA

CERTIFICATIONS

- Google Ads
- Google Analytics
- Pardot Specialist
- Sprout Social Platform

SKILLS

CONTENT

Artificial Intelligence, Blog Writing, Content Creation, Content Distribution, Content Strategy

DIGITAL MARKETING

Branding, B2B Marketing, Digital Marketing Strategy, Email Marketing, Event Planning, Graphic Design, Paid Ads, Recruitment Marketing, Search Engine Optimization, Thought Leadership

SOCIAL MEDIA

Social Media Campaigns, Social Media Copywriting, Social Media Management, Social Media Strategy, Social Profile Audit

VIDEO & DIGITAL MEDIA

Adobe Creative Cloud, Audio Editing/Podcasting, Canva, Final Cut Pro X, Scriptwriting, Video Editing, Video Pre-Production, Video Production

SERVICE

- Avionos Philanthropy Club Chair
- Avionos Women's Leadership Network Board Member, Little CEOs Co-Chair
- CTE Advisory Board, Grosse Pointe Public School System Video Production Program
- High School Volleyball Coach