

# Work Experience

Account Executive *Oct 2019 - Present*

*Charleston|Orwig*

- Develop and present marketing communications plans and projects with a cross-functional team that align with client strategy and budget – including creative, digital, media and public relations
- Oversee budgets and project work completion against timelines for three client teams totaling over \$2 million
- Compose creative briefs for project collateral and oversee execution
- Write social media content, press releases, placed editorial articles and website copy for three client accounts meeting deadlines
- Coordinate public relations functions for clients including release distribution, proactive and passive media pitching and follow up
- Create Google Datastudio reports detailing key metrics and campaign insights meeting objectives

Assistant Account Executive *Sept 2018 - Sept 2019*

*Charleston|Orwig*

- Created and executed digital marketing efforts for client leads including blogs, social media, videos and podcasts
- Monitored project progress, timelines and expenses
- Submitted regular status reports and shared team successes with client

Communications Contractor *May 2018 - Aug 2018*

*Grant Company, LLC*

- Authored feature stories, advertorials, radio scripts and press releases to support communications and marketing efforts
- Edited video and audio news releases as well as :30 video advertisements for social media

Communications Intern *May 2014 - May 2018*

*Kansas Dairy*

- Drafted news and feature stories and company updates for the quarterly newsletter and website to educate 300 checkoff members about Kansas Dairy programs
- Designed page layout, edited images, created advertisements for quarterly newsletter with Adobe Creative software

Marketing Intern *May 2017 - Aug 2017*

*Wisconsin Holstein Association*

- Composed feature stories, website copy, social media content, monthly newsletters and press releases distributed to over 1,000 state association members

# Education

Kansas State University

*Manhattan, KS*

- B.S. in Agriculture
- Majors: Agricultural Communications and Journalism and Animal Sciences and Industry
- *Summa cum laude*

# Organizations

- National Agri-Marketing Association
- K-State College of Agriculture Ambassadors
- 2015 K-State Meat Judging Team

# Jill Seiler

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# Recognitions

- Region IV NAMA Public Relations - Events, First Place
- Region IV NAMA Digital Media - ILSoyAdvisor Blog, First Place
- 2017 Kansas State University College of Agriculture Student of the Year

# Tools

- Adobe Inesign
- Adobe Photoshop
- Adobe Premiere
- Adobe Audition
- MAC OS
- Windows
- Sprout Social
- Google DataStudio

# Skills

- Writing and editing
- Media relations
- Collaboration
- Budget management
- Analyze digital campaign and website performance via Google Analytics and report with DataStudio
- Social media management
- CMS web design and maintenance
- Video editing
- Audio production and editing
- Photography