

## CONTACT

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# JILL SKOBLLENICK

## OBJECTIVE

Building a good brand requires more than just good products and communication. Through the art of creative storytelling, consumers are enticed to learn more about what makes a brand unique, inviting them to establish an intimate relationship with product and content creators. My goal is to weave the consumer into a brand's identity to make them part of the story.

## EXPERIENCE

### MARKETING & COMMUNICATIONS SPECIALIST TD Niagara Jazz Festival (Jan 2020 – Present)

The TD Niagara Jazz Festival is a staple of the Niagara Region's cultural identity, presenting numerous live jazz and world music shows throughout the year. I joined the team as a Marketing and Administrative Assistant, but was promoted in November 2020 to my current role. My tasks include creating social media posts and newsletters, editing press releases, designing print materials, regularly emailing media contacts with upcoming show details, and maintaining community calendar listings across the Niagara Region.

### WEBSITE MANAGER

#### Nerdy Northerners (November 2019 – Present)

The small organization produces regular livestreamed content on video games and popular culture, maintaining a presence across social media. I initially assisted in the creation of regular social media content, and in late 2020 was assigned to website administration of the Nerdy Northerners Wordpress-based website.

### SOCIAL MEDIA INTERN

#### myNiagara Online (October 2019 – April 2020)

My Communication and Media Studies internship was with myNiagara Online, a community platform which uses social media and web publishing to promote local businesses and events. In addition to managing the organization's social media schedule, I created the #ShopLocalNiagara campaign, which shared stories from local businesses to encourage Niagara community members to shop locally during the holiday season.

## EDUCATION

### FANSHAWE COLLEGE

Interactive Media  
2011 - 2013, 2015

### BROCK UNIVERSITY

Communication and  
Media Studies (Honours)  
2017 - 2020

## AWARDS

### DISTINGUISHED GRADUATING STUDENT AWARD

2020

### KEN BOYLE C.O.B.R.A RADIO MEMORIAL BOOK PRIZE

2020