

Jill Olchawa

Relevant Experience

Education

MA, New Media Studies
DePaul University, Chicago IL
January 2014 - March 2016
Cumulative GPA: 4.0/4.0

Course Highlights: Content Strategy,
Content Management Systems, HTML/
CSS, Managing Web Interactivity
(JavaScript), Design Rhetorics, Digital
Storytelling

BS, Communications Studies
Concentration in PR & Advertising
Minor in Art and Design; Minor in
Applied Psychology
DePaul University, Chicago IL,
September 2007 – June 2011

Course Highlights: Integrated
Communication Campaigns, Writing for
Public Relations, Research Methods,
Typography, Digital Imaging in Art and
Design, Social Psychology

Skills

Proficient in Adobe Design Suite:
Photoshop, InDesign, Dreamweaver,
Illustrator, Lightroom and Premiere Pro

Proficient in Content Management
Systems: SharePoint, Wordpress and
Adobe Experience Manager

Proficient PC Programs: in Word, Excel,
PowerPoint and Publisher

Other Skills: HTML & CSS, XML, basic
JavaScript

Awards

DePaul University, New Media
Studies Program – Best New Media
Content of 2014 (bit.ly/yabjill)

DePaul University, New Media
Studies Program – Best Project in
Professional and Technical Writing
of 2016

Digital Content Manager, American Bar Association

Chicago, IL, June 2016- Present

- Manages division's website and social media, which includes writing, developing and producing content to publish to the web.
- Designs publications, print and digital advertisements for divisional events and initiatives.
- Tracks website and social media analytics and compiles metrics in a visually compelling way to share with stakeholders.
- Captures and edits video footage from division events.
- Spearheads the social media team and plans out editorial calendar, to streamline messaging across all platforms.
- Serves as a member of the American Bar Association's website redesign team, to provide insight and ensure that improved user experience is achieved during the redesign and migration to a new organization-wide website.

Freelance Designer, Jill Olchawa Designs

Chicago, IL, August 2014- Present

- Designs print materials, including postcards and promotional advertisements for medical associations.
- Designs wedding graphics and invitations.

Marketing and Communications Coordinator, DePaul University

Chicago, IL, July 2011- June 2016

- Planned and designed content for all marketing and informational materials, including print publications, print and digital advertisements, logos, promotional item artwork and HTML-based newsletters.
- Coordinated photo and video shoots for Housing Services' website and social media channels, to promote digital storytelling.
- Created and maintained editorial calendar and implemented updates to Housing Services' website and social media channels.
- Spoke on behalf of the department at university-wide events via multimedia presentations.
- Hired and managed two student marketing assistants.
- Wrote purchase orders and reviewed budget lines.

Marketing Assistant, DePaul University

Chicago, IL, October 2008- 2011

- Planned and coordinated weekly social events at the Student Center.
- Managed social media platforms to promote events.
- Designed promotional materials for events, as well as informational advertisements for the Student Centers conference and event services.

Promotions Intern, Bloodshot Records

Chicago, IL, March 2009- May 2011

- Cultivated and coordinated the Bloodshot Records street team.
- Established relationships with lifestyles shops around the country and provided promotional materials to advertise musicians' events.
- Created blogs and maintained social media websites in order to update fans about artist tours and special events.

Activities

- AIGA (American Institute of Graphic Arts) Member (2015-Present)
- Housing Services Engagement & Recognition Committee (2015-Present)
- Housing Services Professional Development Committee (2011-2014)
- DePaul Music Business Organization, Vice President (2009-2011)
- DePaulia Newspaper, Student Writer (2010)