

Jillian Scott

Evanston, Illinois

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EDUCATION

Northwestern University

Master of Science in Integrated Marketing Communications

- **GPA:** 3.93 / 4.00

Evanston, Illinois

Expected December 2021

University of Miami

Bachelor of Business Administration in Marketing and Media Management

- **GPA:** 3.96 / 4.00 | **Honors:** Summa Cum Laude
- **Awards:** Outstanding Senior from The National Electronic Media Association (Spring 2020), Second Place Winner in Media Management Association Awards (Spring 2020)

Coral Gables, Florida

May 2020

WORK EXPERIENCE

Walgreens

Graduate Marketing Consultant – Community Health Project

- Identified consumer insights in health equity through in-depth research and internal data analysis
- Developed full brand activation plan forecasting \$2.25 million in increased revenue

Chicago, Illinois

June 2021 – August 2021

Worldreader

Global Marketing Communications Intern

- Curated social content for cohesive brand identity across four platforms delivered to over 120,000 followers
- Launched and managed Facebook Ads for year-end campaign, driving over 40,000 impressions

San Francisco, California (Remote)

September 2020 – December 2020

Comcast

Media Specialist Intern

- Built media plan with \$600,000 proposed budget to increase brand advocacy among Gen Z prospects
- Conducted focus groups on data privacy to gather consumer insights for revised company policy

Philadelphia, Pennsylvania

June 2019 – August 2019

Royal Caribbean International

Digital Marketing Intern – Azamara

- Led creation of landing page to highlight event and ensured strong SEO through keyword research
- Coordinated flash sales and project developments by providing creative direction to agencies

Miami, Florida

January 2019 – March 2019

LEADERSHIP EXPERIENCE

Medill School of Journalism | Northwestern University

Graduate Assistant – Consumer Insight Course

- Assist in grading and course administration for master's foundational course

Evanston, Illinois

September 2021 – Present

Miami Herbert Business School | University of Miami

Executive Teaching Assistant; Prior Teaching Assistant – First Step Course

- Strategized with faculty on content taught to over 400 students for course on global business and personal branding

Coral Gables, Florida

August 2017 – May 2019

Business Plan Competition | University of Miami

Second Place Winner; Co-founder of Business Concept

- Constructed 20-page business plan for stress-relief application that placed second after three rounds of live pitches

Coral Gables, Florida

October 2017 – May 2018

SKILLS

Digital Marketing: Facebook Ads, Google Analytics, Hootsuite, Social Studio (SalesForce), Wix, WordPress

Creative Tools: Adobe Illustrator, Adobe Photoshop, Canva

Data Management: Microsoft Excel