

# JANE HALL

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## EDUCATION

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### The University of North Carolina at Chapel Hill

May 2013

Dean's List Fall 2010, Fall 2011, Spring 2012 | Major: Advertising [School of Journalism and Mass Communication]

Minors: Scientific Entrepreneurship [Department of Economics], Information Systems [School of Information & Library Science]

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## PROFESSIONAL EXPERIENCE

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### UNC Office of Undergraduate Admissions— *Social Media Intern* — Chapel Hill, NC

August 2012 - Present

- Conceive and implement innovative methods of recruiting through social and electronic media; track ROI on each campaign
- Work 10 hrs/week on self-guided projects to improve UNC's online communications; present at weekly staff meetings

### Google— *Campus Ambassador* — Chapel Hill, NC

July 2012 - Present

- Host meetings and events with members of the university community to promote the use of Google products on campus

### Google— *Product Marketing Intern* — Mountain View, CA

May 2012 - August 2012

- Conducted extensive research to build foundation for the Manufacturing Vertical Campaign, pipeline expectation of \$4 million
- Wrote a creative brief redesigning the Gone Google Community Map, audited the map's 7500+ pre-existing customer stories, worked with an external agency to reinvent the map's user experience for use across diverse Enterprise marketing campaigns

### Square, Inc.— *Marketing Intern* — Chapel Hill, NC

August 2011 - January 2012

- Conducted research to develop creative, demographic-based marketing campaigns targeting local businesses and students
- Met with local businesses to discuss Square; helped them convert their payment systems; distributed 600+ Square card readers

### Guthy|Renker — *Current Member Marketing Intern* — Santa Monica, CA

June 2011 - August 2011

- Designed collateral and direct mail for Proactiv and Meaningful Beauty brands, tracked and compared direct mail campaign ROI
- Organized a competitor tracking program to monitor other direct marketing firms customer activation and retention methods

### Twitter — *Campus Marketing Intern* — Chapel Hill, NC

November 2010 - January 2012

- Worked with campus leaders and student government candidates to create a Twitter presence during campus events

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## LEADERSHIP & CAMPUS INVOLVEMENT

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### Class of 2013 Senior Marshals— *Chief of Marketing* — Chapel Hill, NC

August 2012 - Present

- Develop strategic marketing initiatives for social, philanthropic and alumni events that resonate with a class of 4000+ students
- Lead weekly marketing committee meetings to delegate projects and present key analytics of past campaigns

### Democratic National Convention— *Communications & Operations Volunteer* — Charlotte, NC

July 2012 – September 2012

- Ran the official DNC Instagram account (@demconvention), which received 3,500+ likes and comments over the 3-day event
- Coordinated distribution of 1000+ Secret Service credentials to appropriate parties (White House, OFA, DNC, DNCC, Media)
- Photographed delegate arrivals at Charlotte Douglas International airport, conducted delegate interviews for Convention press

### Delta Delta Delta, Alpha Sigma Chapter — *Vice President* — Chapel Hill, NC

December 2010 - January 2012

- Wrote press releases for social and philanthropic events, monitored 175+ chapter members' presence on social media sites

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## AWARDS & INTERESTS

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### Executive Branch of UNC Student Government — *Student Enrichment Fund Recipient*

- Wrote grant proposal, was awarded a travel grant to attend Fast Company's Innovation Uncensored Conference in NYC

**I'm part of**— UNC's Coalition Against Amendment One, Women in Entrepreneurship, Advertising Club, Young Democrats

**I'm good at**— thinking unconventionally, leading diverse teams, perfecting the guacamole-to-chip ratio, rallying my peers

**I spend my free time**— reading fashion and tech blogs, laying in parks, swimming, teaching children's art lessons

**I'm obsessed with**— outer space, Karim Rashid, royal blue, New York Fashion Week, social networks, live music (any type!)

**I aspire to**— go to Cannes Festival of Creativity, impact the public education system, learn French, live a life of endless curiosity