

Jazmin “Jaz” Hill

[LinkedIn](#)

Profile

My goal is to bring internal structure, improve processes, and build teams within a company. Externally, I connect companies with their community and customers using creativity, strategy, and engagement to bring awareness.

Skills & Specialties

Writing	Communications	Relationship building
Recruitment	Strategic planning	Team building
Event coordination	Customer service	Problem solving

Volunteer Work

CHAPTER LEADER / Volunteer / 2023 – present

- Organizational Leadership:
 - Developed two new volunteer roles to improve organization’s functions
 - Modernized marketing organization’s programming to include diverse speakers and educational topics to upskill members
 - Recruited new board members, growing membership in four months
 - Developed strategic plan to guide chapter to success for upcoming year
- Community Engagement & Event Planning:
 - Conducted outreach to build relationships with relevant organizations
 - Hosted professional networking events to grow membership
 - Secured speakers for program events via LinkedIn Sales Navigator
 - Acquired in-kind sponsorships for events: venues and food
- PR/Marketing:
 - Liaison to build relationships between nonprofit organizations and media professionals to grow membership and gain sponsors

COMMUNITY ENGAGEMENT DIRECTOR / UAB Alumni Volunteer / 2023 – 2024

- Coordinated donation drive for college students, gathering supplies and items
- Tracked and recruited volunteer committee members using GivePulse platform
- Planned community volunteering opportunities, bringing awareness to lesser-known nonprofit organizations
- Led inaugural alumni community engagement committee of volunteers

Work Experience

CONTENT SPECIALIST / Columbia Southern University / 2024 - present

- Assists with content strategy for university's blog site to nurture prospects

CONTENT MARKETING STRATEGIST / SPARXiQ / 2020 – 2023

- Planned webinar topics and set up virtual events with subject matter experts
- Managed editorial content calendar and maintained project management system

DIGITAL MARKETING SPECIALIST / RealtySouth / 2018 – 2019

- Facilitated an advertising partnership with a local online media company
- Managed digital marketing intern and trained them on marketing processes
- Assisted in planning annual company-wide awards celebration for agents

SOCIAL MEDIA SPECIALIST / Asbury Automotive Group / 2016 – 2017

- Managed several accounts and budgets of \$50,000 for social media advertising
- Effectively optimized the online local SEO of several automotive dealerships, increasing organic discovery every month by 20%

Education

- **MBA** (Candidate) / Columbia Southern University / 2025-2026
- **B.A.** in Mass Communication / University of Alabama at Birmingham (UAB) / 2011 – 2014

Associations

- American Marketing Association
- Rotaract Club of Birmingham
- Alabama Women in Business
- AmeriCorps State / National Alumni

Community Involvement & Leadership Development

- American Marketing Association (AMA Birmingham) - **Past President**
- UAB National Alumni Society - **BAN Community Engagement Chair**
- Girls Inc. of Central Alabama - **Junior Board**
- United Way of Central Alabama - **Visitor Allocation Team Site Visit Volunteer**
- Momentum Leaders - **2024 Momentum Works graduate**
- Chief Marketing Officer Institute - **Executive Leadership Program graduate**

Certifications

- Business Writing / Coursera / 2021