

JANE FITZGIBBON

224-251-0730 | jane.fitzg22@gmail.com | linkedin.com/in/janefitzgibbon

PROFESSIONAL SUMMARY

Media and digital content specialist with a strong foundation in audience engagement, brand storytelling, and data-driven marketing strategy. Experienced in developing campaigns that drive brand visibility, customer engagement, and business growth. Passionate about leveraging audience insights and digital platforms to support advertising strategy and drive revenue.

EDUCATION

Ohio University | Athens, Ohio December 2025
Bachelor of Science in Media Production
Major: Media Production | Minor: Marketing
President's List | Athens, OH 2025

EXPERIENCE

Salon Hype | Chicago, IL May 2026 – Present

Social Media Manager

- Manage social media strategy and content to increase brand visibility and engagement
- Help boost views and audience growth through consistent content creation and optimization

Ohio University Athletics | Athens, OH Nov 2025 – Dec 2025

Social Media Video Editor

- Produced and optimized digital content to drive fan engagement and increase audience retention
- Applied audience insights to enhance content strategy and maximize reach

Crosby's Kitchen | Niles, IL Feb 2025 – July 2025

Social Media Content Creator

- Developed targeted social media campaigns to increase brand visibility and customer engagement
- Created promotional content to support customer acquisition and drive in-store traffic

Bhoomi Modern Indian Grill | Chicago, IL May 2024 – Aug 2024

Social Media & PR Assistant

- Supported marketing initiatives through content creation and event coordination
- Contributed to promotional strategies that strengthened brand positioning and attracted new customers

Coralfish12 YouTube Channel | Remote May 2022 – Dec 2022

YouTube Content Editor

- Edited high-performing video content to increase viewer retention and engagement
 - Streamlined workflows to support consistent content output and growth
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LEADERSHIP ACTIVITIES AND MEMBERSHIPS

Sigma Kappa Sorority | Athens, OH Nov 2023 – May 2024

Member / Content Contributor

- Supported recruitment initiatives through content creation and engagement strategies
 - Collaborated on planning and execution of organization campaigns
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TECHNICAL SKILLS AND CERTIFICATIONS

Technical: Adobe Premiere Pro, After Effects, Canva, TikTok, Instagram Reels, YouTube, AI Tools (ChatGPT)

Certifications: Inbound Marketing, SEO, Social Media

Google Analytics Certification, Google Ads Search Certification, Google Ads Display Certification,

Google Ads Video Certification, Google Shopping Ads Certification, Google Workspace Certification