

JILLIAN MALONE

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jillianmalone.com



SKILLS

ACQUISITION STRATEGY

AUDIENCE PLANNING

BRAND MESSAGING

BUDGETING

CONSUMER MARKETING

FIELD PRODUCTION

GROWTH MARKETING

MARKETING COMMUNICATIONS

PRESS REQUESTS

PROJECT MANAGEMENT SOFTWARE
(AIRTABLE, ASANA, BASECAMP, JIRA,
SHOWMGR)

PUBLICITY EVENTS

RESEARCH

SOCIAL MEDIA

TALENT RELATIONSHIPS

VIDEO EDITING AND PRODUCTION

EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN

- **Bachelor of Journalism**
High Honors Graduate
- **Global Business Foundations Certificate with Distinction**
Top Rated McCombs School of Business
- **Concentration in Radio-Television-Film**
Top Rated Media Program

FURTHER EDUCATION

- **The Wharton School (MOOC):**
Viral Marketing and How to Craft Contagious Content
- **The University of Virginia (MOOC):**
Fundamentals of Project Planning and Management

Entertainment project manager focused on process development and cross-platform marketing integration with over six years' experience in the television, streaming, and news industries

EXPERIENCE

ViacomCBS - Nickelodeon: Project Manager

New York, New York | 2019 - Current

- Responsible for project managing 250+ individual creatives a month for Nickelodeon's various brand social and interactive channels supporting legacy properties such as SpongeBob SquarePants, Teenage Mutant Ninja Turtles, Garfield, and Nick Rewind
- Collaborated with leaders and stakeholders across eleven teams to create schedules, project health and risk, proactively problem solve, and communicate statuses for creative assignments

AMC Networks: Project Manager, Marketing and Publicity Coordinator of New Digital Business

New York, New York | 2018 - 2019

- Drove customer acquisition and strategy through performance marketing campaigns, press tours, event activations, and festival partnerships for two high-growth, direct-to-consumer streaming services: Shudder and Sundance Now
- Managed and prioritized all marketing project components and budgets for 50+ premium series and film launches, working with key stakeholders across Integrated Marketing, Content Operations, and Retention teams to ensure successful implementation, execution, and delivery

Young Hollywood: TV Host, Talent Booking and Production Assistant

Los Angeles, California | 2018

- Hosted and produced show segments such as in-studio interviews, set visits, festival coverage, red carpets, and voice-over b-roll that received over 2.6 million YouTube views
- Coordinated talent booking, filtered press requests, and maintained talent representative relationships for major figures such as Fergie, Kristen Bell, and the cast of *Riverdale*

NBCUniversal, LLC: Cable Entertainment and Digital Production Intern

New York, New York | 2017

- Ensured the digital success of Universal Kids by developing and producing content across digital, social, and linear platforms for audiences aged 6-12 years
- Managed innovative desktop, tablet, and mobile device products to support the network's rebrand and marketing efforts

ATX Television Festival: Social Media Assistant, Programming and Development Intern

Austin, Texas | 2017 - 2018

- Developed original programming including pilots, reunions, current series, and premieres for the four-day festival with a long-term strategy focused on growth and sustainability
- Maximized social and influencer engagement surrounding the festival in order to increase brand visibility and achieve sales goals

Spectrum (Time Warner Cable) News: Reporting Intern

Austin and San Antonio, Texas | 2016

- Produced, shot, edited, and wrote VO/SOTS and package scripts for the 24-hour news channel, most notably covering the 2016 Presidential Election and entertainment news, that were shared across 30 local news networks

Sneak Peek: Executive Producer, Entertainment Reporter, On-Air Host

Austin, Texas | 2014 - 2018

- Produced, hosted, and wrote over 50 live episodes of an entertainment news show featuring prominent figures like Jake Gyllenhaal, Matthew McConaughey, Zac Efron, and Melissa McCarthy that gathered over 2.1 million YouTube views