



COLLEEN M HALL

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WORK EXPERIENCE

Web Publisher / Sept 2018 - Present

Gartner / Arlington, VA

- Responsible for migrating content from previous digital platform to new Gartner platform
- Publishes content designed to help clients tackle their mission-critical priorities and make decisions with confidence.
- Works primarily in Adobe Experience Manager

Communications Director / April 2016 - May 2018

JMU Student Government Association / Harrisonburg, VA

- Led a team that focused on all marketing, media, public relations, and technological needs of the Student Government Association
- Conceptualized and executed social media campaigns and copy for Twitter, Instagram, and Facebook
- Increased Facebook followers by 15%, increased Instagram followers by 30%, and Twitter impressions averaged at 40,000 per month

Graphic Design & Media Intern / June - Aug. 2016

Coatesville VA Medical Center / Coatesville, PA

- Designed and executed small to large-scale projects such as flyers, banners, business cards, and infographics
- Operated under strict design constraints
- Gained Federal Government & healthcare experience

Client Relations Intern / May - Aug. 2015

Stream Companies / Malvern, PA

- Monitored and evaluated clients' websites for usability
- Interacted with clients first-hand in order to analyze customer service
- Collaborated with graphic designers

EDUCATION

James Madison University, 2014-2018

Bachelor of Science, Cum Laude

Media Arts & Design, Major

Integrated Advertising & Corporate Communications, Concentration

British Media & Communications, Studio Art, Minors

Semester in London Program, Summer 2017

INVOLVEMENT

Member / Sept. 2017 - May 2018

Madison American Advertising Federation

Member / Jan. 2016 - May 2018

Public Relations Student Society of America

Board Member / Sept. 2016- May 2018

JMU Media Board

First Year Orientation Guide / Aug. 2016

JMU Orientation

Senator / Sept. 2015 - May 2018

Student Government Association

SKILLS

CMS Platforms

AEM

Copywriting

Social Media

Research

Microsoft Office

Public Speaking

HTML/CSS

Adobe Creative Cloud

Leadership

Graphic Design

Collaboration

Photo & Video Editing

Adaptability

AP Style

Problem Solving

HONORS

MAAF Member of the Month / Oct. 2017

SGA Committee Chair of the Year / 2017

Dean's List / Fall 2015 - Fall 2016; Fall 2017

Gen. Ed. Conference Speaker / Oct. 2015