

# JADEN HIPPENMEYER

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Seeking a full-time Account Management Role

## WORK EXPERIENCE:

**Adam Grubb Media – Indianapolis, IN** May 25' – Aug 25'

*Marketing Intern*

- Collaborated with cross-functional teams to support on-time deliverables for campaign execution.
- Created social media reels highlighting client work and team culture to strengthen engagement and positive brand image across social.
- Ensured all internal filing systems were organized, accurate, and up to date.

**BeLocal Magazine – Johnson County, IN** Jun 25' – Aug 25'

*Marketing & PR Intern*

- Produced social content and owned media highlighting local businesses and community events.
- Collaborated with internal teams to ensure consistency and timely content delivery, adhering to our overall social strategy and brand image.
- Monitored industry and competitor trends to maintain relevance.

## RELEVANT COURSEWORK AND LEADERSHIP:

**National Student Advertising Competition, AT&T Campaign – Bloomington, IN** Aug '24 – Apr '25

*Case Study Member*

- Collaborated with teammates to develop a fully integrated campaign for AT&T targeting Gen Z consumers.
- Conducted brand/market research, analyzing quantitative and qualitative learnings to build an effective marketing brief.
- Assisted in presentation development and creation of assets for the regional competition.

**Zeta Tau Alpha Sorority, Indiana University – Bloomington, IN** Aug '24 – Apr '25

*Executive Board - Historian*

- Served on a 12 member board that oversees all [number of members] members, responsible for chapter-wide communication and programming.
- Directed all chapter marketing initiatives, including the chapter's annual philanthropy event raising over \$230K supporting Breast Cancer Education and Awareness.
- Managed all owned media channels and content calendars, driving engagement and relevance.

## EDUCATION:

**Indiana University – Bloomington, IN** Graduating in May 26'

- Degree: Bachelor of Arts and Sciences | GPA: 3.5
- Major: Media Advertising, Minor: Psychology

## SKILLS/INTERESTS:

- **Skills:** Microsoft Suite, Adobe Premiere Pro, Canva, Google Workspace
- **Interests:** Plant mom, baking sourdough, and cheering on the Indiana Hoosiers.