

## Jillian M. Goodwin

Associate Director, Marketing, Communications & Operations



Jillian began at the Alliance in June 2015 as a Social Media & Marketing Intern. That internship led to a full time marketing and communications position in January 2016. Jillian provides graphic design and copywriting for numerous advertising, special events and promotional/marketing materials utilized by the organization. She is responsible for maintaining the Alliance's brand and identity throughout all print and digital communication and serves as a primary point of contact for media relations. She is also heavily involved in the management of the website and the inRoads Blog and maintains, monitors, and creates reporting for all forms of social media used by the organization.



Jillian received an Associate of Applied Science in Graphic Design from Tidewater Community College and earned a Bachelor of Science in Communications, with a concentration in Public Relations from Old Dominion University, where she graduated Summa Cum Laude. At ODU, she worked as Director of Public Relations for the Student Government Association and served as Membership Vice President for her sorority, Gamma Sigma Sigma. Additional experience includes interning with the communications department of the Foodbank of Southeastern Virginia and freelance work as a Graphic Designer.

Jillian grew up in Hampton Roads and enjoys engaging with the local community. She currently serves on the Young Professionals Advisory Board the Hampton Roads Chapter of the Cystic Fibrosis Foundation and is an active member of the Junior League of Norfolk-Virginia Beach and tHRive Young Professionals of the Hampton Roads Chamber of Commerce.

## Contact Jillian

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