

EVA HALLMAN

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EDUCATION

Butler University, Indianapolis

May 2026

B.S., Journalism & B.S., Strategic Communication

EXPERIENCE

Marketing/Digital Content Creator

September 2023 - Present

Indy Fuel Hockey Club (ECHL) | Indianapolis, IN

- Assisting in managing all Indy Fuel social platforms
- Capture in-game content and edit to use across team platforms
- Host TikTok Live Pregame Show to engage fans pregame and grow online presence
- Lead and guide other Digital Interns in various marketing and social media efforts
- Crafted comprehensive team previews, issued weekly recaps and previews for the league, along with various other written pieces for publication via email marketing and social media

Marketing/Digital Content Creator

February 2025 - Present

Fishers Freight (IFL) | Indianapolis, IN

- Assisting in managing all Fishers Freight social platforms
- Attend practices and community events to gather content to edit for team accounts
- Collaborate with other departments to maximize storytelling on platforms
- Conducted in-depth coaches and player interviews for social media usage

Marketing Coordinator

May 2025 - Present

Birdies Mini Golf/Sports Bar | Westfield, IN

- Manage and oversee all social media channels and digital presence
- Capture and edit engaging content for Instagram, Tiktok and Facebook
- Grow the online presence of the business
- Developed and distributed email marketing campaigns to promote products and events
- Analyze market trends and business data to cater to the audience

Social Media Manager

May 2025 - Present

Yogababy Clothing & Bearded Bagel | Indianapolis, IN

- Manage and build all social media accounts and create a distinct content strategy
- Edit photos to brand guidelines for suppliers, retail stores and social platforms
- Gather and edit content to use across accounts

SKILLS

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| - Social Media Platforms: Instagram, TikTok, Twitter/X, Facebook, YouTube | - Adobe Creative Suite, including Premiere Pro & Photoshop |
| - Copywriting & Writing | - Microsoft Suite & Google Suite |
| - Content Creation, Planning and Publishing | - Attention to detail |
| - Email marketing | - Website editing (Patchboard) |