

CONTACT

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in @Eva Hallman

📷 @onairwitheva

EDUCATION

Butler University (2022-2026)

Indianapolis, IN

Journalism and Strategic

Communication, double major

School involvement:

- Speaker's Lab Tutor & Manager, Delta Alpha Pi, Treasurer, The Butler Collegian Multimedia Editor, The Butler Collegian Reporter, Butler University Student Foundation Alumni Chair

SKILLS

- ▶ Communication
- ▶ Attention to detail
- ▶ Adobe Premiere Pro
- ▶ Time Management
- ▶ Public Speaking



Scan to view my website, Gondola profile, full portfolio and reels

EVA HALLMAN

MARKETING COORDINATOR

CAREER OBJECTIVE

Hallman challenges herself and the client to bring authenticity to the brand. She creates a marketing plan that is not only current but functional in the brands operating style.

EXPERIENCE

Marketing Coordinator

Birdies Mini Golf/Sports Bar (May. 2025-current) Part-time

- Manage and oversee all social media channels and digital presence
- Direct, produce, and edit video and visual content for marketing campaigns
- Collaborate with kitchen staff to feature food specials and seasonal menu items
- Analyze performance metrics to track and optimize social media growth and engagement

Social Media Manager

Indianapolis, IN (May 2025-current) Freelance

Yogababy Clothing and Bearded Bagel

- Create and execute a personalized content plan and manage all social media platforms
- Direct, produce and edit video/photos for digital marketing

Marketing/Digital Content Creator & Color Commentator

Indy Fuel Hockey (ECHL) (Sept. 2023-current) Part-time

- Provide live color commentary on FloSports broadcasts alongside Andrew Smith
- Conduct in-depth player interviews to enhance broadcast storytelling and intermission segments
- Host a TikTok pregame show, engaging hundreds of fans per game
- Create engaging game-day and event content for broadcast and digital channels

Marketing/Digital Content Creator & Sideline Reporter

Fishers Freight (IFL) (Feb. 2025-current) Part-time

- Report live from the field at all home games, covering injuries and in-game developments
- Conduct live interviews with coaches and players during broadcasts
- Collaborate with players to produce marketing content for themed nights and social media campaigns