

# CONTACT

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# EVA HALLMAN

MARKETING COORDINATOR

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## 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

## 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

### **Digital Content Intern & Color Commentator**

*Indy Fuel Hockey (EHL) (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

### **Digital Content Intern & 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

### **Digital Producer & On-Air Reporter**

*Fort Wayne's WANE 15 (Nexstar) (May 2023-April 2025)*

- Update social media and website with the trending news
- Collaborate with newsroom on digital stories
- Fill in morning reporter, on-site and live interviews
- Create digital packages for wane.com