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Bridget Hughes

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CAREER OBJECTIVE

Lifelong learner with a passion for storytelling and detail-oriented planning, I am seeking a career in Marketing, Advertising, Public Relations or Social Media Management. With a strong understanding of consumer behavior, I am driven to craft compelling narratives and develop strategic marketing campaigns that resonate with diverse audiences. I am a proficient collaborator and aim to creatively apply my skills in innovative and impactful projects

EDUCATION

SOUTHERN ILLINOIS UNIVERSITY, Edwardsville, IL

- Bachelor of Science in **Mass Communications**, focus in Advertising & Strategic Media
- Minor in Art History
- Expected Graduation: May 2026
- Recipient of prestigious Pilchard F. Foundation Scholarship
- Relevant Coursework (as of Spring 2026): Strategic Media Writing, Visual Media Analysis, Digital Publishing and Design, Media Planning, Media Management

SKILLS

Technical: Search Engine Optimization (SEO), Copywriting, Audio Production, Video Production, Graphic Design, Broadcasting, Writing & Editing, Sound Mixing & Music Integration

Technologies: WordPress, Google Analytics, RAMP Accessible Web, Adobe Premiere Pro, Adobe Audition, Adobe InDesign, Playout ONE Pro, HTML

EXPERIENCES

GREEN CLOSET CREATIVE, Sycamore, IL

Advertising Intern

May – August 2025

- Built and designed WordPress websites for a variety of industries including manufacturing, health and wellness, residential service providers, and more
- Optimized websites to fit WCAG by using Accessible Web software to apply current web development standards
- Filmed and edited social media content for organizations with the goal of increasing brand awareness
- What I'm most proud of, however, was a set of Instagram and Facebook videos for Windows Distillery and playing a crucial role in designing a new website for EStreet Epoxy

SIUE MASS COMMUNICATION CLUB, Edwardsville, IL

Secretary

Dec 2024 – Present

- Assist in fostering a community of qualified and ready-to-learn individuals to gain real-world experience in the field of Communications
- Create and plan workshops, social activities, and speaking events
- Collaborate with fellow officers in connecting with campus and outside organizations to promote learning of the Mass Communications industry
- Enhance club's on-campus presence by organizing fundraising events and profit shares to support club activities

WSIE FM The Sound, Edwardsville, IL

Radio Programmer

Sept 2022 – Present

- Provide engaging commentary on scheduled programming, ensuring captivating and informative broadcasts
- Maintain high sound and audio quality by operating soundboards and microphones with precision
- Volunteer six hours a week during fall and spring semesters, demonstrating strong time management and commitment to the station
- Adapt quickly to feedback and changing circumstances to keep programming relevant and engaging

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