

# JESSICA HALLOCK

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## SELECTED EXPERIENCE

- 2018–now **Owner & Creative Operations** // NYC Noise, NYC
- Maintain [calendar](#) for experimental music performances; book [events](#).
  - Promote independent artists via [Instagram](#).
  - During 2020 shutdown: launched [Bandcamp roundup](#) album showcase + [COVID relief](#) resource hub (noted in [Gothamist](#), 3/26/20); produced benefit [compilation albums](#).
- 2013–now **Freelance Editor, Social Media & Digital Sales Strategist** // NYC
- Write and edit promotional copy; [photography](#) and video services; create [press kits](#).
  - Provide social media audits and consultations; create and maintain accounts.
  - Notable: launched digital sales and social media for physical-only record label; increased annual revenue by \$10k.
- 2018–2019 **Administrative Assistant, Assistant Manager** // Bevmax Office Centers, NYC
- Oversaw office space center serving 30+ clients: answered phones, greeted visitors at reception, and provided tech assistance; trained new employees.
  - Wrote copy and developed filing systems for outreach materials and client proposals.
  - Monitored Google analytics; prepared SEO and expense reports.
- 2017 **Copy Editor** // The University Seminars, NYC
- Wrote and edited copy for handbooks and directories; ensured consistency of policies and voice; collaborated to create website and interactive PDF versions of materials.
- 2014–2016 **Instructor + Colloquium Event Coordinator + Assistant** // Columbia University, NYC
- **I**: Lectured, led discussions, and gave multimedia presentations; facilitated peer workshops; held one-on-one conferences and provided written feedback; maintained course site. 4.9/5 average on teaching evaluations.
  - **CEC**: Identified and invited relevant speakers; ensured prompt payment of expenses and honoraria; summarized scholarship in remarks and publicity materials.
  - Research/Teaching/Archival **Asst**: Conducted research and compiled annotated bibliographies; scanned documents; managed websites and performed administrative tasks using Microsoft Office; held conferences and graded essays.

## EDUCATION

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|---|-----------|
| <b>Columbia University</b> , New York, NY<br>M.A. in English & Comparative Literature                 | 2013–2014 |
| <b>The Pennsylvania State University</b> , University Park, PA<br>B.A. in English; B.A. in Philosophy | 2009–2012 |

## DIGITAL SKILLS

Word processors (Pages, Google Docs, Microsoft Office); social media (Instagram, Twitter, Facebook); content management systems (Wordpress); data visualization.