

Jill Adler

8827 Gorgoza Dr.
Park City, UT 84098
(435)649-2665
mtnmedia@gmail.com

Education

UNIVERSITY OF UTAH
School of Law
Juris Doctor 1995

UNIVERSITY OF SOUTHERN CALIFORNIA
School of Journalism, Broadcast Emphasis
Master of Arts

**UNIVERSITY OF CALIFORNIA,
LOS ANGELES**
English/Political Science
Bachelor of Arts

Experience

● **WEDRIVEU, ASSIST MARKETING, ENCORE, TEAM WASS, NORTON NATIONAL, REDPEG, ATTACK MARKETING, 8 DAYS A WEEK PROMOTIONS, 2020 COMPANIES, SAMPLERS INC., WINGTEAM, et al**
Salt Lake City, Utah 1990-Present
Brand Ambassador
Responsible for confidently approaching event attendees, encouraging visitors to participate in activities, assisting consumers with interactive displays while delivering key brand messages for companies like Mercedes, Nabisco, T-Mobile, PluralSight, Dell, Verizon, U.S. Army, Target, 7-11, assisting with setup and tear down of demos, registration, giveaways, ensuring enthusiastic yet organized event activations.

● **KSL NEWSRADIO**
Salt Lake City, UT 2021-present
Reporter/Anchor/News Producer
Host/Produce bi-hourly newscasts for Salt Lake City NBC radio-affiliate news.

● **CANYONS RESORT**
Park City, Utah 2011-Present
Level III Certified Ski Instructor
Responsible for private and group instruction for all ages, organizing lesson plans, structuring a program tailored to individual personalities. Emphasis on customer relations, problem-solving, addressing safety and emotional concerns.

● **FREELANCE WRITER**
SUNSET, SKIING, SKI AREA MANAGEMENT, THE SKI CHANNEL.COM, NSAA JOURNAL, MSN.com, SALT LAKE MAGAZINE, SNOCOUNTRY.COM, UTAH HEALTH, GearJunkie.com, PARK CITY MAGAZINE
1993-present
Contributing writer/editor for both regional and international publications. Specializing in feature news and outdoor recreation.

● **SALT LAKE MAGAZINE**
Outdoors Editor 2010-2012
Responsible for generating weekly blogs on tight deadline and producing outdoors travel features for bi-monthly print publication.

● **MOUNTAINNEWS CORP.**
Associate Editor 2001-2010
Responsible for generating 5 weekly columns covering four western states for a ski website w/ two million uniques/mo.

● **SPORTS GUIDE MAGAZINE**
Salt Lake City, Utah 2005-2009
Editor
Edit, write, produce bi-monthly outdoor recreation and travel publication for Utah audience. Meeting hard deadlines, proofreading, design, coordinating resources, balancing budgets, and public relations skills utilized.

● **DEER VALLEY RESORT**
Park City, Utah 1999-2006
Level III Certified Ski Instructor

● **94.9 THE BLAZE-KTHB FM**
Salt Lake City, UT 2004-2006
PartTime/Weekend Air Talent for Classic Rock Station.

● **ROCK99-KURR-FM**
Salt Lake City, UT 1996-2000
News Director/Morning Talent/Midday Announcer
Co-Host FM morning show for rock format station.

● **MORRIS AIR**
Salt Lake City, UT 1993-94
Public Relations Manager
Created/distributed press releases, established rapport w/ media and promoted special events

● **KUTV-NBC Affiliate**
Salt Lake City, UT 1990-91
General Assignment Television Reporter
Wrote/Reported for top-40 market.

Awards + Achievements

- OWAA Excellence In Craft Award 2013, 2011 & 2006
- HAROLD HIRSCH AWARD FOR EXCELLENCE IN SKI JOURNALISM- 1992
- WHO'S WHO OF YOUNG AMERICANS- 1991
- SOUTHERN CALIFORNIA COLLEGIATE SKI CONFERENCE AWARD FOR JOURNALISM AND PUBLIC RELATIONS 1986
- USC ALUMNI ASSOCIATION
- UCLA ALUMNI ASSOCIATION
- OUTDOOR WRITERS ASSOCIATION OF AMERICA
- LEVEL III Certified PROFESSIONAL SKI INSTRUCTORS OF AMERICA (PSIA)- 1986-present

Interests

Alpine skiing, acting, voice over, rock-climbing, kayaking, SCUBA diving, adventure travel, hiking, dog handling, firearms, horseback riding, cooking,