

Hillary Wertenberg

897 15th Street
Boulder, CO 80302

616-268-7672

Hillarywertenberg@gmail.com

My Portfolio Site: Hillarywertenberg.com

About

I recently earned my Bachelors in Science from the University of Colorado, Boulder in Strategic Communications Public Relations, with a minor in Business Marketing from the Leeds School of Business. My signature projects were fundamental in shaping my passion for public relations strategy across private and public sectors. Through signature coursework, I developed two comprehensive crisis communications campaigns spanning stakeholder analysis, audience-specific messaging, channel strategy, and integrated advertising creative across print and digital platforms. These projects deepened my focus on crisis management and the intersection of PR strategy with an increasingly complex digital landscape. I am seeking a role where I can put that foundation to work and continue building my career.

Experience

January 2026- May 2026

Illegal Pete's Campaign – *University of Colorado Capstone Project*

- Collaborated with a student agency team in finding the best way to address and repair Illegal Pete's declining alcohol and bar sales.
- Conducted months worth of field research, created specific surveys to better understand regular consumer behavior and preference, as well as gain a deep understanding of the brands ethos and pathos in order to deliver exactly what their consumer base wants in order to bring their bar sales up most effectively.
- Created 23 unique campaign ideas for Illegal Pete's to integrate into their brand, all of which were seamless extensions of their already strong brand image
- Collaborated with the Illegal Pete's CEO, CMO and brand manager professionally multiple times, harboring criticism and feedback to give them the strongest campaign possible.

September 2025 - December 2025

E.L.F. Crisis assessment – *University of Colorado Study*

- Independently developed a comprehensive crisis communication and reputation recovery campaign for E.L.F. Cosmetics, creating stakeholder focused strategies to rebuild consumer trust and strengthen key retail partnerships.
- Conducted real world field research on audience and brand perception to evaluate public sentiment, identify reputational risks, and inform data driven crisis response recommendations as quickly and efficiently as possible.

- Designed and planned a multi-city "Beauty for All" community engagement campaign utilizing earned media, brand advocacy, and user-generated content to restore credibility and reinforce brand values.
- Produced integrated public relations materials, including media pitches, social media content, blog articles, and stakeholder communications, applying strategic storytelling and crisis management principles.

January 2025 - April 2025

FEMA Student Led Advisory – *University of Colorado Study*

- Collaborated and took lead with four other students on a crisis management analysis of FEMA's Hurricane Helene response, identifying communication breakdowns and developing strategies to rebuild public trust.
- Evaluated complex stakeholder relationships and competing priorities to inform recommendations for transparency, accountability, and effective disaster response.
- Researched emergency management best practices and contributed to evidence-based solutions addressing misinformation, operational efficiency, public sensitivity and organizational preparedness.

May 2023 - Current

Waitress – *The Aroboreal Inn*

- Maintains high professionalism in a fine dining setting
- Holds personal, professional relationships with long time regulars
- Always willing to pick up extra shifts over Holidays and busy seasons
- Extremely reliable to employers and colleagues throughout the years

March 2024 - November 2024

Hostess – *The Boulder Cork*

- Extremely reliable over Holidays, busy seasons
- Carried out custodial duties throughout shifts, even when it wasn't expected
- Maintained a pleasant, friendly demeanor as the face of the restaurant
- Built positive relationships with long-time regulars

College Education

April 2022 - May 2026

University of Colorado, Boulder – *BS Strategic Communications Public Relations*

- Collaborated in many student lead advisories and campaigns on strategic communications public relations and advertising projects
- Created real world campaigns that will go on to be used by a local franchise
- Efficiently learned how to navigate all types of research needed to navigate public relations situations including campaigns and crisis communications
- Active member of Alpha Chi Omega sorority

- Advocate and volunteer for Safehouse Denver Philanthropy
- Acted as a YikYak public relations campus ambassador during my final semester