

ABOUT ME

An adaptable creator with a flair for the theatrical, Hannah uses her performing arts background to connect with clients in a personal & meaningful way. Her big-picture thinking & technical savviness take form in creatively captivating promotional materials & effective long-term project management solutions that have a sustainable impact.

EDUCATION

Summer 2021 • **College of the Desert**
Digital Design & Production Program

2018 • **Cornish College of the Arts**
Summa Cum Laude • Bachelor of Fine Arts
Theatre: Acting & Original Works

CERTIFICATIONS

Digital Marketing Google Certification
Certified Associate in Project Management
(CAPM) *In-Progress*

SKILLS

Strong Multi-Tasker with Ability to Prioritize
Extroverted & Enthusiastic Communicator
Highly Organized & Creative Problem Solver
Detail-Oriented, Meticulous Proofreader
Ability to Switch Tasks Quickly & Decisively
Effective in Holding Stakeholders Accountable
Confident Collaborator & Delegator
Typing Speed: 70 WPM with 99% Accuracy

TOOLS

PC & Mac Platforms
Adobe Suite:
Premiere Pro, After Effects, Photoshop, & Illustrator
Cinema 4D
Canon RP, C100, C200
Google Drive
Microsoft Office Suite
Google Search Console
Google Analytics
Trello
Canva
Social Media Platforms:
Instagram, Facebook, X, Youtube, LinkedIn

EXPERIENCE

KESQ, News Channel Three | 2022 - Present **Senior Promotions Producer**

- Conceptualizes, writes, schedules, shoots, directs, produces, & edits compelling promotions & PSAs that are reflective of our company Brand Pillars
- Produces 10+ daily on-air topicals, programming, & image promos
- Creates brand assets for multi-platform use, such as Instagram, YouTube, website, email marketing, on-air commercials, newscasts, etc.

Rancho La Quinta Country Club | 2020 - 2022 **Administrative Assistant & Events Coordinator**

- Answered all phone calls & emails for Club inquiries, reservations, & registrations
- Maintained Club's social media presence & online member engagement
- Facilitated the creation & marketing design for all Club-sanctioned events
- Launched all email marketing campaigns
- Managed all contracts for private events, member events, & miscellaneous pop-ups
- Collaborated with Director of Communications to drive member engagement & retention numbers throughout season

Hotel Paseo | 2018 - 2020 **Cafe Manager & Events Coordinator**

- Managed Cafe team, created weekly schedule, & assigned projects to team members based on workload/interests with quarterly check-ins
- Facilitated events for Hotel with Food & Beverage involvement from: planning/scheduling, printing details, supply orders, & event execution
- Introduced & established new coffee vendor

McAuliffe & Co. | 2015 - 2018 **Marketing & Social Media Manager**

- Streamlined company messaging across all social media platforms
- Re-branded current website & offerings
- Implemented online marketing strategy to engage with prospective clients

Cornish College of the Arts | 2015 - 2018 **Resident Assistant & Summer Program Leader**

- Supervised hall of 25-30 students through year
- Coordinated up to 12 events/semester for students
- Led campus tours for Admissions Office