

# HANNAH BERNABE

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## CAREER SUMMARY:

Creative and innovative social media expert with three years of experience managing social media accounts for higher education and small businesses. Utilizes content marketing strategies, marketing analysis and marketing trends to engage with audiences and monitor audience activity. Excellent written and verbal communication, detail-oriented, and adaptable to fast paced environments.

## CORE STRENGTHS:

- Social Media Content Development and Management.
- Copywriting and Content Editing.
- Digital Photography.
- E-Newsletter/Email Marketing Design (MailChimp, Fivestars, Infusionsoft).
- Microsoft Office (Word, Excel, Publisher, Powerpoint and Outlook).
- MAC OS programs (Pages, Keynote, and Numbers).
- Marketing Metrics (Hootsuite, Planoly & Later).
- Basic Graphic Design and Photo Editing (Adobe Photoshop, Lightroom & Canva).
- Basic HTML experience.

## PROFESSIONAL EXPERIENCE:

### ***Social Media Coordinator - Organic Intelligence***

**MAY 2018 - PRESENT**

- Develop paid and organic social media content to effectively promote workshops and courses to engage with current demographics and attract new members.
- Monitors all activity and engagement in social media platforms (Facebook, Instagram, Twitter, LinkedIn).
- Executes all social media and email updates, ensuring current members are updated and engaged.
- Maintains accurate and up-to-date website upkeep (Wordpress & Kajabi)
- Designs graphics for social media, marketing materials and announcements.
- In collaboration with Co-CEO, creates and develops all promotional elements for workshops, courses and retreats.

### ***Social Media Coordinator - D. Park Photography***

**AUGUST 2016 to PRESENT**

- Utilizes Facebook, Instagram, Twitter and Pinterest to generate social media traffic for optimal audience reach and engagement.
- In constant collaboration with main photographers to maintain the branding voice of D. Park Photography.

***Employee Relations and Work/Life Assistant - UC San Diego***

**JULY 2015 - APRIL 2018**

- Assigned as the first point of contact, sole administrative support and customer service support for both Employee Relations and Work/Life.
- Implemented UC San Diego Work/Life's social media and blogging platforms.
- Conceptualized content calendars and digital copywriting for UC San Diego Work/Life.
- Organized social media campaigns to increase informational aspect of UC San Diego Work/Life.
- Strengthened email marketing campaigns for UC San Diego Work/Life, creating monthly e-newsletters to over 1,100 UC San Diego Staff Employees.
- Presented to wellness groups and third-party collaborators on a quarterly basis to better communicate UC San Diego Work/Life's mission, upcoming events and future policies related to wellness.

***Programming Assistant - UC San Diego, The Zone***

**OCTOBER 2014 - JUNE 2015**

- Managed online and on-campus marketing efforts for The Zone's Instagram account, yielding a 30% increase in followers.
- Assisted in the maintenance of The Zone's 5 social media accounts, with at least a 10% audience increase over a 9-month period.
- Promoted wellness resources via social media and on-campus announcements, reaching over 5000 students.
- Collaborated with different wellness departments and campus administrators to plan and execute weekly Hungry for Healthy Cooking Demonstration programs.
- Collaborated with the Student Health and Well-Being Cluster and UC San Diego Recreation to plan and execute The Good Life Festival in UC San Diego.

**EDUCATION:**

**UC San Diego, La Jolla, CA - *B.A. Political Science and Communications***

**GRADUATING YEAR: JUNE 2015**