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hannahware

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## EDUCATION:

**University of Mississippi, Oxford, MS**

*Master of Business Administration*

*Bachelor of Arts, magna cum laude*

Major: Journalism

Specialization: Public Relations

Minor: Digital Arts

May 2020

August 2018

**University of New Haven, London, UK**

Cultural Experiences Abroad, Media Studies

June 2017

## EXPERIENCE:

**Ellen Thomas Event Design, Oxford, MS**

*Social Media Coordinator and Events Assistant*

September 2019–present

- Creates and implements a social media and marketing strategy that has increased Instagram following by 38% and Facebook following by 16%
- Designs graphics for Instagram, ads for marketing outlets, and event itineraries for clients via the Adobe Creative Cloud
- Oversees the company blog, including writing blog posts, creating the blog schedule, proofreading and editing all blogs for content, clarity, and grammar, and utilizing SEO to reach a larger audience
- Updates the company website via Squarespace
- Builds and maintains relationships with current and potential vendors to ensure client satisfaction
- Manages all administrative tasks and updates client books to ensure accuracy and confidentiality
- Proactively identifies potential problems that could arise on the day of event and creates a solution
- Coordinates all aspects of events with an upwards of 100 attendees, including developing budgets, vendor communications, and creating day-of timelines
- Manages social media interns and provides them with feedback
- Assists the lead event coordinator with all aspects of larger events to ensure flawless execution

**University of Mississippi MBA Office, Oxford, MS**

*Graduate Assistant*

January 2019–December 2019

- Produced graphics, flyers, and handouts cohesive with the program's brand
- Recruited prospective students at various events with the Marketing Specialist
- Collected testimonials from program alumni for various marketing tools such as the website and program newsletter

**The Daily Mississippian, Oxford, MS**

*Copy Staff and Reporter*

January 2017–May 2018

- Thrived in a fast-paced environment, writing day-of news stories to meet and exceed strict deadlines
- Ensured articles were up to AP Style standard and proofread content to ensure grammatical accuracy

**College Fashionista, Oxford, MS**

*Editorial Fellow, Senior Editorial Intern, and Junior Editorial Intern*

August 2016–January 2018

- Oversaw and reviewed the edits of two Junior Editors for grammar and brand style guidelines, and provided them with feedback and guidance
- Wrote monthly articles for the College Fashionista website
- Facilitated and scheduled the rollout of articles to go live on the College Fashionista website via WordPress

## SKILLS:

- Microsoft Programs: Excel, Outlook, PowerPoint
- Project and Database Management
- Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Lightroom
- Hootsuite, Later, and Google Analytics
- Search Engine Optimization
- WordPress and Squarespace
- AP Style

## HONORS AND ACTIVITIES:

- Provost Scholar
- Phi Kappa Phi
- Gamma Beta Phi Honor Society
- Sorority Academic Standards Chair Recruitment Group Leader
- Leap Frog Mentor and Tutor
- Intramural Sports