


Hanna McCauley


Digital Marketing Specialist



I specialize in creative marketing and storytelling. I love to identify problems, produce potential solutions and continuously test and optimize my approach.

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 @hannamccauley

Education

BACHELOR OF ARTS

Major: Communication

Minors: Hispanic Studies, Peace Corps Prep

Pacific Lutheran University

Sep 2017 - May 2020 // 4.0

DIGITAL MARKETING CERTIFICATE

University of Washington

Sep 2020 - Jun 2021

Skills

// PROFESSIONAL

- Project Management
- Graphic Design
- Social Media Marketing
- Public Relations
- Copywriting and Editing
- Search Engine Optimization
- Video Production
- Digital Marketing
- Email Campaigns
- Client Relations & Outreach

// TECHNICAL

- **Adobe Creative Suite**
Premiere, Illustrator, After Effects, Photoshop, Lightroom, Indesign, Acrobat Pro,
- **Microsoft Office Suite**
Outlook, Powerpoint, Excel, Word, Teams
- **Google Suite**
Documents, Gmail, Drive, Sheets, Forms
- **Social Strategy & Marketing Tools**
Facebook, LinkedIn and Instagram Ads, Google Ads, Hootsuite, Loomly, Google Analytics, SEMRush, Google Keyword Planner, Cision, Hubspot

Awards & Grants

COLLEGIATE EMMY

NATASNW - 2021

DIVERSITY, JUSTICE & SUSTAINABILITY GRANT

Pacific Lutheran University - 2020

DEAN'S AWARD FOR EXCELLENCE

Pacific Lutheran University - 2020

Work Experience

CREATIVE MARKETING SPECIALIST

Brandner Communications, Federal Way, WA | Mar 2022 - Current

- Adeptly estimate timelines, co-manage \$250k+ budgets and project scopes for 10+ clients
- Communicate and delegate tasks efficiently within 5 internal cross-functional teams
- Continuously update stakeholders on marketing results, including quarterly presentations on email results, media coverage, digital strategy, and social media metrics
- Design and maintain 5 client websites through CRM platforms: Hubspot, Umbraco, and Wordpress
- Manage, test and optimize email campaigns for audiences of 15k+ on Emma and Hubspot
- Plan, coordinate and execute strategy for 10+ large-scale in-person and online events, from booth design to email campaigns and social strategy
- Work directly with publication editors to secure brand coverage, including a feature for Atlas Concorde USA on Forbes.com, resulting in 64 million unique monthly readers
- Co-design and coordinate printing for advertisements, marketing collateral and promotional materials, including clothing, mugs, large-scale booth designs and trailer wraps
- Write 5 monthly blog posts for 2 clients, implementing keyword research for search optimization
- Co-design and manage printing for 40+ print advertisement annually
- Coordinate with 15+ publishers to craft yearly paid media advertising plans

MARKETING & COMMUNICATIONS COORDINATOR

Elevate Health, Tacoma, WA | Jun 2021 - Current

- Design and implement the 2022 Communications Plan, including main goals, monthly themes, and social media campaigns, in close collaboration with all departments in the organization
- Track, report and present quarterly key performance indicators to optimize digital strategy
- Send monthly newsletters to 1,000+ mailing list recipients in Constant Contact
- Write, design and present a podcast sponsorship proposal package to local organizations
- Build target audience profiles to improve outreach efforts with legislators, providers and patients
- Develop partnerships with 16 media contacts to create cross-promotional strategies
- Achieve an engagement rate over 10% higher than industry standards on Instagram and Facebook
- Arrange interviews and co-produce 17 weekly podcast episodes on 8 major listening platforms, including Spotify, Google and Apple Music
- Coordinate, promote and execute 2 conferences with the Tacoma - Pierce County Opioid Task Force for 300+ virtual guests

DIGITAL CONTENT & SOCIAL MEDIA COORDINATOR

Forest Ridge School, Bellevue, WA | Oct 2020 - Jun 2021

- Designed a social media guide and implemented the use of Loomly to schedule posts and track analytics
- Increased Instagram post interactions by 123% and story interactions by 566%
- Designed the cover and graphics for the annual Mes Amis publication sent to over 850 alumnae
- Connected and engaged with the online community by sending over 30 newsletters and posting daily on all social channels, including Facebook, Instagram, Twitter and LinkedIn
- Shot, edited and organized over 200 photos of students and school events for use on social media
- Co-designed the 2021-2026 Strategic Framework to outline the school's initiatives and mission
- Designed 15 graphics for the #WeAreFR campaign, providing a recap with analytics on each social post

GENERAL MANAGER

MediaLab, Pacific Lutheran University, Tacoma, WA | Jan 2018 - May 2020

- Provided a full spectrum of media needs to 13 companies, including social media planning, branding, photography, photo editing, videography and graphic design
- Strategized email marketing and community outreach efforts to grow the Constant Contact mailing list by 200%
- Led and trained a total of 10 collaborative student teams by presenting workshops on Adobe Creative Suite and branding strategies
- Oversaw all internal and external communication with 33 client projects to track progress, manage expectations, ensure quality, adhere to brand guidelines, and meet tight deadlines