



HANNAH BURNETT

Digital Marketing Manager

CONTACT

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🌐 www.hannahmadeline.com

WORK EXPERIENCE

DIGITAL MARKETING MANAGER

The Wallis | Aug 2022 - Aug 2023

- Managing creation and implementation of digital assets for the promotion of productions
- Acting as staff photographer and videographer to document high profile events and productions
- Working in Adobe Photoshop and Premiere Pro to edit and deliver creative assets for web on daily basis
- Leading and working with team of 6 to design and implement revamp of website
- Liaising with Artistic, Development, Web Development, and C-Suite in regard to visual identity of the brand and company
- Creating and implementing organic and paid social media plan that resulted in a 80% increase in engagements across social platforms
- Designing creative and writing copy for social media across platforms

DIGITAL MARKETING MANAGER

Tiny Turnip LLC | Dec 2021 - Sep 2021

- Leading team of mid-level website content and digital sales creatives
- Collaborating with C-Suite executives to reach sales goals
- Developing project management workflows for company wide implementation
- Running point and managing Fanatics and Shopify digital campaigns
- Establishing initiative to implement Pinterest as marketing tool, increasing unique web visits by 106%

DIGITAL MARKETING COORDINATOR

Tiny Turnip LLC | Mar 2021 - Dec 2021

- Managing social media platforms, gaining 5% Instagram engagement
- Collaborating with clients to design one-of-a-kind pieces
- Managing website and Shopify platform for UX and SEO
- Creating from start to finish video and static content for cross-platform use
- Helping with day-to-day project tasks

EDUCATION

BA ART (STUDIO PRACTICE)

University of California, Los Angeles | 2016 - 2020

BA WORLD ARTS AND CULTURES

University of California, Los Angeles | 2016 - 2020

PERSONAL PROFILE

Proven leader in the digital marketing space with a track record of aligning creative capital with short-term and long-term business objectives. A versatile digital marketing expert fusing analytics and art creation to deliver quality materials in a timely manner. Provides photo and video services, post-production editing, highly-rated client services, and deadline management.

EXPERTISE

Photography/Videography

Graphics Design

Project Management

Photo/Video Editing

Branding

Social Media Management

Data Analytics

SOFTWARE KNOWLEDGE

Adobe Photoshop

Adobe Illustrator

Premiere Pro

Shopify

Meta Business Suite

Microsoft Suite

Google Suite

Wordfly

Mailchimp

PERSONAL SKILLS

Creativity

Detail Oriented

Communication

Problem Solving

Leadership

Thank you!