

# Hannah Powers

Writer, editor, marketer

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View writing samples at:

<https://hannahmpowers.com/work-samples>

## EXPERIENCE

### **EOI Service Company, Chicago, IL — Communications Specialist (Contract Position)**

OCTOBER 2018 - DECEMBER 2018

- Designed posters, flyers and mailers providing client staff with information for benefits open enrollment
- Created email campaigns encouraging participation in informational meetings with benefits counselors
- Created open enrollment and new hire benefit guides detailing available primary and voluntary benefit options

### **Aronson Advertising, Schaumburg, IL — Digital Content Specialist, some managerial responsibilities**

SEPTEMBER 2015 - SEPTEMBER 2018

- Developed content strategy tailored to clients' needs
- Created and maintained content calendar for all writers and 80+ clients
- Wrote and edited informative and lead-generating web copy for client websites and blogs
- Lead company blog project - assigned writers, approved topics, edited drafts, and ensured deadlines were met
- Tracked and analyzed client webpage performance over time for review in client-facing meetings
- Performed competitor analysis and client website audits
- Interviewed, onboarded, and trained new hires
- Performed six-month/annual reviews for content team members
- Lead team of eight content writers

### **CCC Information Services, Chicago, IL — Supply Chain/Vendor Management Specialist, some marketing responsibilities**

JUNE - AUGUST 2012, 2013, 2015

- Founding member of team that coached vendors through submitting data through an SFTP website for free to replace a license fee source of data
- Proposed and created training video for use by vendors
- Created training materials and trained in new employees
- Developed reports utilized by CEO

## SKILLS

Strong creative and persuasive writing with experience in business marketing communication, informational articles, and advertising copy

Content strategy and development

Editing for spelling, grammar, tone, and style guide/brand compliance

Adobe Creative Suite, esp. InDesign

Microsoft Office

Google Analytics and Google Adwords-certified

Basic HTML and CSS

## EDUCATION

**Drake University, Des Moines, IA - B.A., Advertising**

3.43/4.00 GPA

Recipient of Presidential and Trustee Scholarships (merit-based)

Dean's list, President's List, and Honor's Program member

French Study Abroad program, Spring 2014

Advertising Club Executive Board Editor, 2014

- Created logos for various internal projects
- Designed web-based ads
- Prepped for trade-show appearances

**Drake University Athletics Creative Services, Des Moines, IA**  
 — *Video Editor and Graphic Designer*

OCTOBER 2014 - MAY 2015

- Edited highlight reels for Drake Athletics sporting events
- Uploaded edited footage to the Drake Athletics webpage and YouTube account
- Designed covers for Drake Relays informational packets
- Conceived and co-wrote Drake Relays television commercial
- Kept Drake Relays webpage updated with current event information

University Radio Station DJ,  
 KDRA 94.1 FM “The Dog”,  
 2013

Rowing Team Conference  
 Champions, 2012

**LANGUAGES**

Fluent in English

Conversational in French

**Mittera (formerly Catchfire Media), Des Moines, IA** —  
*Digital Analyst/Communications and Marketing Specialist*

OCTOBER 2013 - JANUARY 2014, JUNE 2014 - APRIL 2015

- Measured digital analytics
- Conducted social media audits, wrote proposals and monthly progress reports
- Performed content migration and quality assurance
- Ran email campaigns
- Compiled research

**Des Moines Downtown & West Side Chambers of  
 Commerce, Des Moines, IA** — *Communications/Marketing  
 Intern*

SEPTEMBER 2012 - MAY 2013

- Wrote, scheduled, and published daily updates to social media, websites, calendars, and member directories
- Wrote and distributed weekly newsletter
- Designed flyers and logos advertising chamber events
- Prepared event set-up