

HANNAH STEIN

• Content & Data Specialist •

SUMMARY

Data-driven content manager with more than eight years of experience. Skilled in managing a team and editing content, as well as driving traffic and boosting audience engagement through strategic testing and relaying results to key stakeholders.

EDUCATION

Miami University, Oxford, OH
August 2010 - May 2014
B.A. Journalism & Political Science

Vesalius College, Brussels, Belgium
Study abroad, January 2012 - May 2012

EXPERIENCE

Digital Turbine (Formerly Mobile Posse), Arlington, VA

Growth Hacker - August 2021 - February 2023

- Promoted to lead and coordinate the launch of growth and enablement campaigns, using channels such as landing pages, push notifications, SMS and in-app messaging.
- Leveraged A/B platforms and other best practices to create and test growth-focused hypotheses.
- Collaborated with editorial, product and design teams from the initial design phase to testing, QA, development and execution, to increase company KPIs around activation, engagement and retention.
- Developed dashboards and provided analysis and insights to cross-functional teams and carriers on an ongoing basis. Presented updates on strategy and results to leadership.

Content Manager - June 2020 - August 2021

- Led domestic and international content strategy (including Brazil, Canada, Germany, India, Italy, Mexico, Philippines, MENA).
- Hired and managed a team of freelancers and edited all content that was published.
- Managed weekly content production targets, examined daily analytics and KPIs.

Junior Content Editor - May 2019 - June 2020

- Wrote and edited in-house content on pets, travel, art, celebrities and lifestyle.
- Developed a framework for analyzing content performance and user engagement.
- Analyzed daily, weekly and monthly data pertaining to content and revenue.
- Onboarded new content partners and created monthly reports on user engagement.
- Spearheaded affiliate marketing content creation to diversify revenue streams.

Direct Selling Association, Washington, DC

Supplier & Meetings Coordinator - December 2018 - May 2019

Membership Assistant - August 2017 - December 2018

- Edited, proofread and fact checked promotional emails, marketing materials and event programs.
- Put together the monthly membership and quarterly supplier newsletters respectively.
- Worked with suppliers like Disney, Royal Caribbean and tourism boards to get sponsorships.

Exberliner Magazine, Berlin, Germany

Editorial Intern - April 2016 - July 2016

- Wrote, fact checked and copy edited articles about current events, the people and culture of Berlin for English-speaking readers.

Multiple Clients, Remote

Freelance Editor & Writer - February 2016 - December 2018

- Wrote and edited content for companies such as Kayak, Huffington Post, Sixt and Just Eat.

World Literacy Foundation, Melbourne, Australia

Editor, Copywriter & Grant Writer - December 2014 - October 2015

- Assisted with project budget development and wrote grant proposals to acquire funding for projects.

Blogs: Universal Jetsetters | Airports and Aprons, Remote

Founder, Writer & Editor - June 2015 - Present

- Created two blogs about travel and recipes respectively.
- Strategized content ideas for the blogs and maintained social media channels.
- Optimized each post for SEO to increase organic traffic.
- Photographed all travel locations and food myself.

S K I L L S

Google Analytics & Google Data Studio

Google Search Console

Firebase

Moz, Majestic & Keysearch

AP Style

Mailchimp & Constant Contact

Visual Studio Code

Proficient in HTML, CSS, SEO

Wordpress, Drupal, Sitefinity

Adobe Photoshop, Lightroom, Premier Pro

Familiar with Jira, GitHub & Gitlab, as well
as Zeplin and Figma

C E R T I F I C A T I O N S

ACES Certificate in Editing - 2019

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Blogs: universaljetsetters.com | airportsandaprons.com