

AVA LOVE HANNA

WRITER & COMMUNICATIONS STRATEGIST

PROFILE

- Award-winning writer, speaker, and storyteller.
- Highly skilled and accomplished communications and content strategist experienced in digital campaigns.
- Creative expert specializing in the use of writing, storytelling, and visual design to help connect with customers in person, online, and via social media.
- Experienced team leader known for reliability, creativity, and sense of humor.

CONTACT

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location: Austin, TX 78748

EDUCATION

Bachelor of Arts
Interpersonal Communications &
English
University of Houston

Master of Liberal Arts
English
University of St. Thomas

WORK EXPERIENCE

Writer and Communications Strategist **2010 to Present**

Highlights:

- Developed the content strategy, digital campaign, and creative direction for the launch of Put This in Your Brain, a new premium educational content site for families.
- Designed and directed a successful social media campaign to help a new art program raise \$50,000 in 30 days. The program was funded at 107% of its goal.
- Increased the social media followers of a popular family entertainment site by 410% in two months.
- Updated the design, content strategy, and responsiveness of a client's newsletter resulting in an immediate 300% increase in click-through rates.

Experience:

- Created written copy for clients including: website pages, blog posts, press releases, social media, and newsletters with an emphasis on keyword-rich and SEO optimized content.
- Designed targeted communications strategies using online activities, social media, and local events to help clients increase their readership and audience engagement.
- Monitored the effectiveness of media activities and campaigns.
- Contributed articles to several Austin area and national publications as a contributing writer.
- Acted as the lead copywriter and content writer for a thriving national SEO Marketing company.

Creative Director - Blue Potion Creative **2006 to 2010**

Highlights:

- Nominated for a prestigious design award for the redesign of a literary print magazine.
- Streamlined the order and production process resulting in a 35% decrease in production times.

Experience:

- Used the Adobe Creative Suite to design marketing materials and custom graphics for print and digital campaigns.
- Created self-hosted client websites using the WordPress content management system.
- Led a team of 7 graphic designers and creative professionals and ensured all projects were on time and under budget.