

HANNAH AXTELL (She/Her)

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SKILLS & CO-PUBLISHED WORK

Soft Skills: Advocacy, Analytics, Attention to Detail, Audience Growth, Blog Writing, Brand Awareness, Campaign Management, Communications, Community Outreach & Engagement, Content Planning, Content Strategy, Copyediting, Digital Advertising, Digital Strategy, Disciplined, Email Marketing, Environmental Literacy, Environmental Policy, Event Promotion, Fundraising, Graphic Design, Innovative, Market Research, Multilingual, Passionate, Perfectionist, Photo Editing, Professional Writing, Project Management, Renewable Energy, SEO, Social Media Management, Social Media Strategy, Sustainability Science, Team Player, Tree Equity, Video Editing, Web Development & Management

Technical Skills: Adobe, Airtable, Box, Buffer, Canva, CiviCRM, Engaging Networks, EveryAction, Facebook, GIS Software, Google Ads, Google Apps, Hootsuite, HubSpot, Instagram, Later, LinkedIn, LinkedIn Ads, Loomly, Mailchimp, Meta Business Suite, Microsoft Office, Mobile Commons, Pinterest, Qualtrics, SEMrush, Shopify, Slack, Smartsheet, Snapchat, Sprout Social, Squarespace, Substack, TikTok, Twitter (X), Webflow, Wix, WordPress, YouTube, Zoom

Languages: English (Fluent, native speaker), Spanish (Proficient), Japanese (Classroom Study)

Published Co-author of “Climate justice in higher education: a proposed paradigm shift towards a transformative role for colleges and universities.” Climatic Change Journal. 2023. doi: 10.1007/s10584-023-03486-4. Recipients of the Association for the Advancement of Sustainability in Higher Education (AASHE) 2023 Sustainability Award.

MARKETING EXPERIENCE

AMERICAN RIVERS

Remote - Tampa, FL

Online Communications Manager

Nov 2024 – Current

- Manage American Rivers’ multi-platform social media presence (501(c)(3) and 501(c)(4)) across Instagram, Facebook, LinkedIn, X, Threads, Bluesky, TikTok, and YouTube, driving 12% follower growth, 260% increase in post impressions, 200% growth in post engagements, and 120% increase in video views
- Produce engaging, mission-driven content, including graphics, short-form videos, and advocacy campaigns, that regularly achieved 1M+ impressions and over a 5% engagement rate, strengthening national brand awareness
- Coordinate digital partnerships and collaborations with partner organizations, managing shared campaigns and expanding reach through cross-promotional strategies
- Support web and digital advertising efforts by managing ad content and creative, assisting with website updates, and collaborating with regional and department staff to source compelling stories for national platforms

SPEAK FOR THE TREES, BOSTON

Boston, MA

Community Outreach, Website, & SEO Lead

May 2023 – May 2024

- Led the implementation of a comprehensive SEO strategy, boosting organic website traffic by 30% in six months
- Conducted a full website redesign to improve user experience, redesigning key landing pages, streamlining navigation, and optimizing call-to-action buttons
- Drove a 25% increase in social media engagement by developing targeted content strategies and utilizing data-driven insights for community outreach
- Developed and managed online fundraising campaigns, increasing donor contributions by 55% through targeted digital outreach and strategic partnerships

NORTHEASTERN UNIVERSITY D'AMORE-McKIM SCHOOL OF BUSINESS

Boston, MA

Marketing Student: Small Business Partnership Project Manager

January 2022 – May 2023

- Served as project manager in multiple marketing courses, collaborating with local Boston small businesses, including EnPhysion Health, Rooted Living, and JunePeak Marketing, to develop tailored marketing strategies
- Performed in-depth situational analyses, competitive research, and target market assessments to identify brand growth opportunities, resulting in comprehensive marketing plans that increased client visibility by an average of 20%
- Designed and executed big idea media campaigns, creative briefs, and brand positioning strategies that successfully aligned with client goals, tested creative concepts, and enhanced brand awareness across the Boston market

SWEET & FIZZY MULTIMEDIA COMPANY

Remote - Boston, MA

Marketing Content Creator

January 2023 – May 2023

- Tailored press release content and digital marketing strategies to enhance client engagement, boost social media follower growth, and drive crowdfunding and fundraising website traffic within the renewable energy sector
- Increased email open rates by 20% and click-through rates by 15% by developing compelling and industry-specific newsletter and press release content designed to resonate with clientele in the renewable energy industry

STYLE LAB HQ

Remote - Boston, MA

Marketing and Communications Assistant

May 2022 – May 2023

- Managed the company's online presence through social media curation, utilizing analytics and implementing A/B testing to enhance content delivery
- Provided key insights that drove a 15% increase in sales by identifying untapped market opportunities and informing product development strategies based on customer preferences and industry trends

GLOBAL CENTER FOR CLIMATE JUSTICE

Boston, MA

Communications Coordinator

July 2021 – February 2022

- Streamlined internal communication and content planning processes by maintaining a detailed and organized content calendar, improving coordination between departments
- Improved social media engagement by 80% and follower growth by 125% within eight months through strategic content planning, audience targeting, and the use of platform-specific best practices
- Spearheaded research initiatives on renewable energy and energy democracy for the Center, delivering actionable insights that informed advocacy efforts, resulting in the successful promotion of energy democracy initiatives and contributing to local policy changes that favored renewable energy adoption

NORTHEASTERN UNIVERSITY ATHLETICS DEPARTMENT

Boston, MA

Volunteer Sports Communications Video Producer

April 2021 – June 2021

- Served as a liaison between the University Sports Communications staff and the Women's Rowing Team to produce media content for the Athletics Department
- Filmed and produced video content for the Northeastern Athletics website and social media platforms

RESEARCH EXPERIENCE

NORTHEASTERN UNIVERSITY OFFICE OF SUSTAINABILITY

Boston, MA

Research, Academia, and Campus Policy Sub-group Member

June 2021 – May 2023

- Assisted the Northeastern Climate Justice Action Planning Committee in drafting transformative campus policies, serving as a key liaison between the committee and the climate and equity sub-group
- Facilitated a 15% increase in student and faculty engagement in climate justice initiatives by ensuring transparent communication between key decision-makers
- Secured a 20% increase in donations to support Northeastern's sustainability and climate justice programs

NORTHEASTERN UNIVERSITY OFFICE OF UNDERGRADUATE RESEARCH

Boston, MA

COS Scholars Program: First-Year Heart Failure Project Participant

January 2020 – May 2020

- Partnered with Nick Doulamis of Eurythmia to blueprint the funding and design models for an affordable heart-monitoring device that can effectively cater to those with mild to severe Heart Failure
- Researched financial and educational opportunities to more adequately serve lower-income families with proper medical care especially as it pertains to the COVID-19 pandemic

EDUCATION

NORTHEASTERN UNIVERSITY, College of Science, GPA: 3.6

Boston, MA

Bachelor of Science, Environmental Science; **Concentration:** Conservation Science, **Minors:** Marketing & Spanish, Dean's List, COS Scholar, AASHE Award, PEAK Award, & Pre-Masters Degree Candidate in Enviro. Science & Policy

Relevant Coursework: Advertising, Brand Promotion, Biology, Brand Management, Chemistry, Climate & Development, Conservation Bio., Ecology, Eco. Economics, Envi. Science & Policy, Envi. Planning, Environment & Society, Genetics & Molecular Biology, GIS, Latin Culture, Marine Science, Marketing, Marketing & Society, Spanish

NORTHEASTERN UNIVERSITY DIVISION I ATHLETE (Women's Rowing)