

HANNAH AXTELL (She/Her/Hers)

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EDUCATION

NORTHEASTERN UNIVERSITY, College of Science, GPA: 3.58 Boston, MA
Bachelor of Science, Environmental Science; **Minors:** Spanish & Marketing, May 2024
Dean's List, COS Scholars Program, AASHE Award, PEAK Award, and PlusOne Pre-Masters Student
Relevant Coursework: Org. Chem., Biology, Physics, GIS, Biostatistics, Conservation Bio., Environmental Planning, Climate & Development, Eco. Economics, Marketing & Society, Brand Management, Advertising & Brand Promotion
NORTHEASTERN DIVISION I ATHLETE (Women's Rowing, Sept. 2019 – June 2022)

EXPERIENCE

SPEAK FOR THE TREES, BOSTON Boston, MA
Outreach Intern, Website & SEO Lead May 2023 – May 2024

- Implemented impactful search engine optimization strategy and website redesign to improve online visibility
- Assisted with event planning, coordination, and outreach for our urban forestry coalitions

SWEET & FIZZY MULTIMEDIA COMPANY Remote - Boston, MA
Marketing Content Creator January 2023 – April 2023

- Executed digital marketing strategies to improve our client's engagement metrics, follower counts, and website traffic
- Crafted captivating newsletter and press release content tailored to our clientele within the renewable energy sector

STYLE LAB HQ Remote - Boston, MA
Marketing and Communications Assistant May 2022 – May 2023

- Managed the company's online presence through website oversight and social media curation, utilizing analytics to ensure brand alignment and optimize user experiences
- Conducted comprehensive market research to drive strategic decision-making, informing brand positioning, SEO tactics, sales initiatives, and product innovations

GLOBAL CENTER FOR CLIMATE JUSTICE Boston, MA
Communications Team Coordinator, Marketing Intern July 2021 – February 2022

- Facilitated the development and implementation of comprehensive social media marketing strategies
- Streamlined internal communication and content planning processes by maintaining an organized content calendar. Utilized organizational platforms like Airtable to facilitate seamless coordination and scheduling of social media posts
- Spearheaded Center renewable energy and energy democracy research

NORTHEASTERN UNIVERSITY SCHOOL OF PUBLIC POLICY Boston, MA
Co-author and Researcher June 2021 – September 2021

- Participated in an intergenerational research team headed by Professor Jennie Stephens to produce a publication outlining institutional recommendations for advancing climate justice in higher education
- Specialized in data collection in analysis to support Northeastern University's role in promoting sustainable action in the greater Boston area

EXTRACURRICULAR ACTIVITIES & SKILLS

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.

PlusOne Pre-Masters Program in Environmental Science & Policy at Northeastern

Technical: R program, GIS Software, Adobe Creative Cloud, Airtable, Microsoft Office, Google Applications, Canva, Wix, Shopify, Webflow, Constant Contact, WordPress, Civi, Qualtrics, Loomly, Slack, Social Media Platforms

Languages: Spanish (limited working proficiency)

Personal Interests: Environmental Sustainability, Brand Storytelling, as well as Digital Marketing Strategy