

HANNAH PENTIN

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PERSONAL STATEMENT

With a deep enthusiasm for travel, she brings a global perspective to social media management, and an international network. Her background in Journalism, combined with first-hand exposure to diverse cultures, allows her to adapt content strategies to various markets. She possesses a thorough understanding of content management systems and has the technical and creative skills required to design and distribute engaging stories, newsletters, and social media posts.

EXPERIENCE

Virtual Assistant, Elizabeth Scutchfield, Remote Aug 2024 – Present

- Assisting in developing engaging content for website, blog, social media channels and email newsletters
- Content ideation, scheduling and community engagement
- Creation of visual assets (graphics, photos, presentations, videos)

Freelance Content Creator & Writer, Global Sept 2023 – Present

- Kagumu Adventures, region of Latin America - Educational travel company
- Latin Groove Hub, UK – Latin dance classes/event every Tuesday
- Aire Ancient Baths, Spain & UK - Luxury spa experiences inspired by ancient bathing rituals
- A&O Hostels, Austria - Hostel chain with environmental & social commitments
- Dosha Cafe, Panama - Farm-to-table events, organic produce, eco-lodge

Content Creator & Copywriter, HomeWork, London Aug 2023 – Dec 2023

- Interviewing members, staff and event speakers for video and blog content
- Writing for the website blog; sustainable partnerships, information about the facilities available, event promotion
- Producing regular and engaging content for Instagram and TikTok e.g. fitness studio, cafe, workspace, wine-bar

Social Media Intern, Iconic Vision, London Jul 2023 – Aug 2023

- Enhanced design skills using Canva
- Experience in a photo-studio environment
- Assisted the Social Media Executive in managing content for clients

Content Creator, The Know, Remote Jan 2021 – Mar 2021

- Collaborated remotely with a small news team during lockdown
- Generated creative news content ideas for social media channels e.g. TikTok/Instagram

OTHER WORK EXPERIENCE

Front of House & Sales Consultant, Virgin Active, London Jan 2022 - March 2022

- Delivering excellent customer service by promptly handling all incoming calls (POS & CRM experience)
- Developed experience in high-end sales of exclusive club membership

QUALIFICATION HISTORY

City, University of London Sep 2022 - Present

Journalism BA (Hons)

- Journalistic training - writing and communication skills, gathering information, verifying facts, multimedia (radio, TV, print, digital platforms), deadlines, group work, ethical standards (IPSO)
- Senior Writer at Carrot Magazine (the student magazine)

Alleyn's School, Dulwich Sep 2016 - Jul 2021

- A LEVELS: Spanish (A*), French (A), English Literature (A)

SKILLS & INTERESTS

Photography: Experience in using DSLR cameras.

Design & Editing: Canva, Adobe, Capcut, Burli, WordPress, Wix

Languages: Advanced Spanish, Basic French

Social Media Marketing: TikTok, Instagram, Twitter, LinkedIn, Pinterest

Public Speaking: LAMDA Gold Medal, Performance Acting, University Representative

Volunteering: Outreach programmes in dance & drama, Marketing for a non-profit organization based in Colombia