

# Hannah Lindow

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## Education

### University of Wisconsin-Madison

Exp. May 2027

BA Journalism (Strategic Communications & Reporting)

Minors: Business, Digital Media Analytics

GPA: 3.7 Dean's List (Fall 2023, Spring 2024, Fall 2024, Spring 2026)

## Work Experience & Projects

### Curb Magazine | Madison, WI

September 2026 – December 2026

Editor-in-Chief

- Produce, print and publish a magazine as part of a fall semester course
- Ideate and assign story topics, oversee all work and editorial processes before print date
- Establish the editorial philosophy for the 2026 issue and ensure all aspects of the magazine converge into one cohesive, unique idea

### Hiebing | Madison, WI

May 2026 – August 2026

PR, Social Media & Content Intern

- Supported integrated PR, social media and content marketing campaigns for clients such as Culver's, Sartori Cheese, ABC Supply and Petmate.
- Wrote press releases, developed media lists and pitched to publications to secure earned media coverage.
- Created strategic content calendars, SEO-optimized blogs, social media content, graphics and video assets.
- Conducted competitor research and social media audits to inform client strategies and identify emerging opportunities.

### UW-Madison School of Journalism and Mass Communication | Madison, WI

September 2025 – Present

Social Media Intern | August 2026 – Present

- Develop and execute social media content concepts aligned with brand goals, campus initiatives and audience interests.
- Produce short-form video content, including interviews, event recaps and storytelling pieces for social media platforms.
- Monitor and analyze social media performance metrics to evaluate content effectiveness and identify opportunities for growth.

Content Intern | September 2025 – August 2026

- Assisted in editorial planning, content strategy, conducted interviews with students, faculty and community members, produced articles for the school's website and created social media content, including video, to promote published stories

### FifthColor | Sheboygan, WI

May 2025 – August 2025

Marketing Intern

- Supported omnichannel marketing campaigns through content creation, campaign planning, market research and competitor analysis for brands such as Torke Coffee, Carbliss and Kohler
- Developed a comprehensive go-to-market strategy for the launch of a newly developed SaaS product

### Glow Recipe | Madison, WI

August 2024 – December 2025

Campus Ambassador

- Planned and executed three brand activations per semester, distributing 200+ product samples and driving 150+ Glow Recipe Rewards program sign-ups.
- Created and published monthly TikTok content showcasing Glow Recipe products through authentic, trend-driven storytelling to increase brand awareness among college students.