

Hannah Mackay

Skilled in public relations, social media management, media analytics, media research, data collection, customer service, building brand awareness, target focused advertisements and sales.

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EXPERIENCE

Richard Allen Inc., White Plains, NY — *Account Executive*

NOV. 2019 – DEC. 2019

- ❖ Sales representative for Verizon
- ❖ Handle multiple business accounts dealing directly with owners
- ❖ Handled face to face meetings and sales

PNW | BOCES, Yorktown Heights, NY — *Public Relations and Social Media Intern*

SEPT. 2019 - DEC. 2019

- ❖ Intern responsible for website, Twitter, and Facebook posting
- ❖ Reporting on events for both students and faculty
- ❖ Published articles written for events; including photographing and interviews
- ❖ Handled program advertisement

Club Fit, Jefferson Valley, NY — *WSI/Lifeguard/ Manager*

MAY 2017 - PRESENT

- ❖ Private swim lesson instructor Red Cross certified to teach levels 1-5
- ❖ Taught children ages 3-10 with varying levels of ability
- ❖ Lifeguard responsible for overseeing multiple pool and spa areas
- ❖ Night manager responsible for overseeing all departments, staff and members

EDUCATION

The Pennsylvania State University, State College, PA — *Bachelor of Arts in Communications*

SEPT. 2015 - MAY 2019

Obtained a bachelor's degree in media studies with an emphasis on media effects, in addition to a business administration minor.

SKILLS

Throughout my education at Penn State I focused specifically on social media, communication research and audience observation. I have performed multiple data, audience, and statistical analyses which led to a proficiency in creating polls, surveys, experiments, questionnaires, and psychological measurements. Throughout this work I developed a skill and passion for social media analytics and advertising. These studies helped develop my understanding and knowledge of social media marketing and target advertising. Currently I am a manager at a health and wellness center working on fine tuning my customer service and hospitality skills.

PROFICIENCIES

- ❖ Microsoft (Word, Excel, Powerpoint, Publisher, Outlook)
- ❖ JMP Statistical Discovery Software (SAS Institute)
- ❖ IBM SPSS Statistical Software
- ❖ Qualtrics Design and Analytics
- ❖ Social Media (Facebook, Twitter, Instagram, Pinterest, TikTok, YouTube)
- ❖ Social Media Management Platforms (Hootsuite, TweetDeck, Canva, Photoscape X, Google Analytics)
- ❖ Basic skills on Adobe platforms
- ❖ Basic iMovie and photoshop skills

LANGUAGES

Conversational Spanish (speaking, reading, writing)

