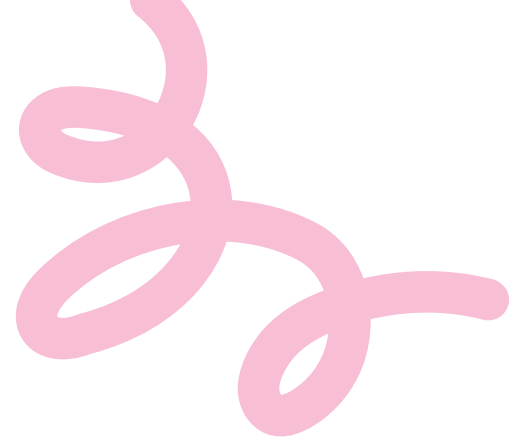


Hannah Elliott

MARKETING SPECIALIST



Contact Me

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- 🌐 Hanelliott.com
- 🌐 [Linkedin.com/in/hanelliott/](https://www.linkedin.com/in/hanelliott/)

Education

University of Michigan

September 2020 - May 2024

Double major in Communications
and Film Production
Minor in Marketing

*Founder & Executive Producer of
Exposure Productions
Managing Video Editor of the
Michigan Daily*

Skills

Email Marketing
Social Media Planning
Field Marketing
Adobe Creative Cloud
Figma
Hubspot
Canva
Google Analytics
Salesforce Campaigns
Videography
Project Management
Leadership
Basic Spanish
Baking Macarons
Excellent Sense of Humor

Work Experience

Kharon - Marketing Associate

June 2024 - Present

- Spearheaded cross-functional planning and day-of operations for a \$1M, 300+ attendee global summit, overseeing registration, speaker coordination, production design, catering, and staff scheduling to ensure a seamless event.
- Oversaw the planning and execution of over \$500k worth of conference sponsorships and company-hosted events globally to generate over 5,000 contact leads for the sales team each year.
- Designed and maintained social media calendar with daily posts and paid social campaigns on LinkedIn and X, growing our following on both platforms by over 100%.
- Organized and hosted weekly webinars with an average of 500 attendees each.
- Conducted quarterly research projects to consult the marketing team on best practices for social, email, and events.
- Assisted in the organization of the weekly newsletter, with an average 30% open rate.

DoorDash - Student Ambassador

January 2025 - May 2025

- Planned and promoted weekly events resulting in 150+ Dash Pass trial sign ups each.
- Created sponsored content for personal Instagram and tik tok

NBCUniversal - Trade Marketing Intern

June 2023 - August 2023

- Researched and analyzed metrics for the ad sales social media handles to provide the team with suggestions for future strategies.
- Collaborated with fellow interns on a group research project and presented findings to Ad Sales leadership.
- Assisted in assembling client communication email blasts and managed sales database contacts through Salesforce
- Wrote daily social posts and assisted in post-event reporting for Cannes Lions

U-M Engineering Department - Communications Assistant

September 2022 - May 2024

- Posted photo and video content to the @umichioe Instagram 2-3 times a week to promote Industrial & Operations Engineering (IOE) to students
- Sent weekly event newsletters to students and faculty with over 75% click-through rates
- Designed posters and digital signs for events and marketing campaigns such as Declare IOE and Giving Blue Day

Cencora (Formerly AmerisourceBergen) - Marketing Intern

June 2022 - August 2022

- Wrote and formatted monthly client newsletter and monthly webinar slides
- Planned, filmed, and assisted in editing tutorial videos used on the company's website
- Wrote content for Cencora's internal social media site to keep employees up to date with our department
- Audited product catalogs seen by thousands of customers worldwide

