



(805)-587-0635 • <https://www.linkedin.com/in/thehannahgates/> • hannahgates16@gmail.com

EXPERIENCE

Assistant

Apr. 2024 - Nov. 2024

Celebrity Memoir Book Club Podcast | New York, New York

- Conducted market and competitive research to assist the development of social and digital strategies.
- Created engaging short-form video content, producing 10+ clips for weekly podcast episodes.
- Uploaded and scheduled weekly video episodes to publishing channels.
- Streamlined communication by managing email correspondence, tracking requests, taking detailed notes, and pitching brand partnerships.

Social Media Director

May 2022 - May 2023

University Union | Syracuse University

- Grew Instagram following by 15% through innovative social media strategies.
- Led a team of eight to amplify engaging content aligned with brand messaging.
- Communicated across various boards to ensure cohesive social media campaigns.
- Contributed to the development of engaging digital content, enhancing brand visibility and audience engagement.

Brand Intern

Feb. 2022 - May 2022

KMI Brands Limited | London, United Kingdom

- Supported product and lifestyle photoshoots for 20 products, ensuring adherence to brand guidelines and messaging.
- Managed copywriting and proofreading for key documents, including brand decks, product packaging, and client presentations.
- Executed in-depth market analysis, providing valuable insights for strategic decision-making.

Media and Communication Intern

Feb. 2021 - Nov. 2021

Katelyn Kriesel Re-Election Campaign | Manlius, New York

- Generated biweekly social media and website content, using photography and graphic design to amplify the candidate's platform.
- Moderated social media accounts by engaging with users that aligned with the candidate's community culture.
- Assisted in the development and implementation of marketing and social media campaigns, contributing to increased voter outreach, engagement, and grassroots efforts.

EDUCATION

New York University

Dec 2024

- Master of Science in Publishing for Digital and Print Media
 - Hearst Publishing Fellowship and J. Richard Munro Scholarship Recipient

Syracuse University

May 2023

- S.I. Newhouse School of Public Communications B.S. in Public Relations
- College of Arts and Sciences B.A. in Psychology
- Dean's List (all semesters), Syracuse University Success Scholar Recipient
- *Member*, Phi Alpha Delta; *Event Director and Member*, Kappa Alpha Theta; *Board of Directors*, University Union; *Makeup Artist*, Jerk Magazine

SKILLS

Social Media | Microsoft Office | Adobe Creative Suite | PESO Certified | Google Workspace