



Hanna Fleming

Social Media Management Major *Journalism Minor*

I am a highly motivated Social Media Manager with a passion for creating compelling content and building engaged online communities. Currently pursuing a degree in Social Media Management with a minor in Journalism at Liberty University. I have experience managing social media accounts, where I focus on crafting creative content, engaging with audiences, and utilizing analytics to drive growth. I excel at developing social media strategies, optimizing campaigns, and fostering strong relationships with followers to enhance community engagement and brand presence.

Experience

Pretty Pastries by Briana

Nov. 2024 - Present

Social Media Director, Graphic Designer, Photographer

- Manage and schedule Facebook posts for Pretty Pastries by Briana.
- Create graphics and photography to promote products on social media.
- Develop strategies to boost brand visibility and engagement.

Care Crafts Project

Mar. 2024 - Present

Social Media Director

- Managed and grew the Care Crafts Project Instagram account from 300 to 7,500+ followers through consistent content creation and audience engagement.
- Analyzed social media metrics to optimize content strategy, increasing follower interaction and participation.
- Fostered strong relationships with followers by responding to messages, maintaining engagement, and providing excellent customer service.

FutureFem

Mar. 2024 - Present

Director of Public Relations

- Spearhead and oversee the PR volunteer team, collaborating with founders to develop and implement strategic communication plans.
- Generate and execute creative concepts, delegating tasks to ensure cohesive and impactful messaging.
- Cultivate a dynamic, team-oriented environment that aligns with and advances FutureFem's mission.

The Youth Law Institute

Feb. 2024 - Present

Blog Post Writer

- Conduct research to support the creation of engaging educational materials.
- Write clear, accessible articles that simplify complex concepts for a wider audience.
- Select relevant and compelling topics, ensuring articles are both interesting and informative.

Youths in Law

Feb. 2024 - Present

Research & Advocacy | Outreach & Event Planning

- Manage legal research and data collection for reports, ensuring accuracy and thorough analysis.
- Collaborate with the Head Researcher on advocacy campaigns and design initiatives that raise awareness and drive legal change.
- Organize law events, workshops, and seminars while building partnerships with organizations, schools, lawyers, law students, and judges to amplify the impact of legal education initiatives.

Contact

Phone

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Email

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Location

Orlando, FL

Education

Liberty University

2024 - Present

**BS, Strategic Communication: Social
Media Management**
Journalism Minor

Expertise

- Time Management
- Strong Writing Skills
- Self Motivation
- Idea Development
- Team Collaboration
- Continuous Learning
- Customer Service
- Public Relations
- Social Media Knowledge

Professional Certificates

Zendesk Customer Service

LinkedIn Learning