

# Hannah Reach

Senior Marketing Communications Coordinator | Digital Marketing Professional

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## AREAS OF EXPERTISE

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**PROFESSIONAL SKILLS** Strategic Planning | Team Leadership | Marketing Research | Copywriting  
Marketing Campaign | Project Management | Content Creation | Editing

**TECHNICAL SKILLS** Microsoft Suite | Monday.com | Meta Suite | SAP | Klaviyo | Campaigner  
Cision PR | Adobe Suite | Canva | Google Ads | Video & Photo | Plytix

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## PROFESSIONAL EXPERIENCE

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**SENIOR MARKETING COMMUNICATIONS COORDINATOR**, York Design Group (BHF) | Randolph, MA  
*04/2024 - Present*

Team leader and mentor for marketing department at York Design Group, a post-merger entity of Brewster Home Fashions and York Wallcoverings. Specialty in the DIY home improvement sector.

- Orchestrated cross-departmental projects, overseeing from beginning to end. Utilized Monday.com project management service to organize and communicate with team members.
- Brand liaison and representative for PR team, leading communication and project development for celebrity collaborations, industry events, and other PR-marketing functions for company.
- Key figure in rebranding project post-merger, constructing revitalized brand entities for multiple brands within the YDG umbrella. Recruited alongside C-Suite figures to spearhead the project.

**MARKETING COMMUNICATIONS COORDINATOR**, York Design Group (BHF) | Randolph, MA  
*04/2022 - 04/2024*

**MARKETING COPYWRITER**, York Design Group (BHF) | Randolph, MA  
*03/2022 - 04/2022*

**SOCIAL MEDIA MANAGER**, White Barn Farm | Wrentham, MA  
*09/2019 - 02/2022*

Managed and maintained brand's accounts across key social media platforms, performing audits and campaign development research for farm stand business. Occasional field hand and signage artist.

- Copywriting for newsletters, blogs, social media, and in-store signage.
- Organized seasonal artisan markets and music festival recruitment, achieving 15% year-over-year attendance increase.

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## EDUCATION

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**BA - Communications: Film & Media Studies** | Bridgewater State University | Bridgewater, MA  
Minors: Public Relations, Business Management

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## CERTIFICATIONS

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Google Ads | Google Analytics | Advanced Google Analytics | HubSpot Social Media Marketing | Cision