

HANNAH PRESS

SUMMARY

Writer and communications expert who helps leaders and brands turn complex ideas into compelling narratives. My work spans executive thought leadership, podcast production, and multi-channel content, from interview development and ghostwriting to social and video creation. I'm especially drawn to conversations about technology, media, psychology, and how people make sense of change. Find examples of my work at hlpresco.com :)

EXPERIENCE

Executive Communications & Podcast Producer

IBM | San Francisco, USA | November 2025 - Current

- Craft executive-level communications for IBM's GM of Data Platform, enhancing stakeholder clarity and alignment across channels.
- Consult and co-produce the Context Window podcast for IBM's CTO of Software and VP of Open Platform.
- Translate complex data and AI product strategies into concise, outcome-driven narratives for enterprise clients and stakeholders.
- Develop thought leadership content, including emails, presentations, social media posts, and strategic briefs for a 2,500-person organization, driving engagement and brand visibility.
- Collaborate with product marketing, design, and leadership teams to streamline communication workflows and accelerate decision-making.

Executive Communications & Podcast Producer

DataStax | Santa Clara, USA | January 2021 - November 2025

- Produced Inspired Execution podcast as project manager and creative lead, totaling more than 20,000 downloads.
- Ghost-wrote and edited executive thought leadership pieces for outlets such as World Economic Forum and Forbes.
- Executed social media strategy for CEO, resulting in over 25,000 YouTube views.
- Supported broader communications projects by leading onboarding for leadership and managing internal updates.

Content Specialist (Contract)

eBay Advertising | San Francisco, USA | June 2020 - January 2021

- Managed web content and creative direction for global brand launch, overseeing social, blog, infographic assets to enhance brand visibility
- Built and executed social strategy, creating content, setting KPIs, tracking performance across channels to drive audience engagement
- Grew blog impact through copywriting/editing posts, driving 75% MoM increase in traffic via targeted social referrals

Content Specialist (Contract)

Uber | San Francisco, USA | March 2020 - June 2020

- Authored top-performing content for Uber for Business and Uber Health, including the most-viewed U4B blog post (avg. ~900 views/post)

CONTACT

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SKILLS

- Content creation
- Content strategy
- Copywriting
- Podcast production
- Executive communications
- Social media management
- Audience engagement
- Stakeholder management
- Google Analytics expertise
- Project management tools
- Adobe Photoshop proficiency
- Google Suite applications

EDUCATION

BACHELOR OF SCIENCE

MARKETING

Santa Clara University

- Graduated Cum Laude
 - Club Lacrosse Team
 - A Cappella Group
- January 2018

- Led cross-functional execution of content and creative assets, including product fact sheets, crisis-resource pages, campaigns, and social workflows in Asana
- Optimized social channels by auditing performance, tracking sentiment, and presenting playbook to enhance follower growth and engagement

PR & Social Media Coordinator

Skillz, Inc. | San Francisco, USA | June 2018 - March 2020

- Drove social strategy, increasing followers 25% across Twitter, Facebook, LinkedIn, and Instagram; refreshed IG strategy grew followers 20% QoQ
- Led blog program, boosting unique page views 105% YoY and launching first blog partnership with GameAnalytics
- Collaborated with Marketing Ops to create SEO-driven content calendar, enhancing cross-channel content performance

Customer Experience Specialist

Tesla Motors | Fremont, USA | December 2017 - June 2018

- Conducted customer tutorials, leading to highest engagement levels in EOY 2017
- Monitored customer satisfaction ratings to maintain high-quality service standards
- Provided exceptional customer support for Tesla's innovative automotive products.
- Resolved customer inquiries through various communication channels efficiently.
- Collaborated with cross-functional teams to enhance customer experience strategies.

Editor In Chief

The Odyssey Online | Santa Clara, USA | March 2016 - June 2016

- Managed 12 writers at SCU, ensuring consistent communication and providing targeted editing and revisions to enhance content quality
- Published one blog weekly, achieving approximately 10,000 views on top-performing post, driving audience engagement
- Managed editorial team to produce engaging content for diverse audiences.
- Developed editorial guidelines to maintain brand voice and quality standards.
- Oversaw content calendar to ensure timely publication of articles and features.

REFERENCES

References available upon request