

HANNAH PRESS

CONTENT MARKETER

Summary

Experienced Content Marketer specializing in social media, executive comms, long-form writing, and podcast production. History working in advertising, tech, and gaming. Applies marketing and analytical skills to drive social media strategy. Works cross-functionally with design, product, and sales to execute projects that impact the organization. Self-motivated, creative, and adaptable professional who thrives in a fast-paced environment.

Employment

DataStax

Social Media Lead & Podcast Producer

Jan. 2021 to Current
Santa Clara, CA

- Manage CEO's social media presence (from strategy through execution), growing impressions, engagement, & clicks by 1,000%+
- Produce the Inspired Execution podcast (10,000+ downloads)
- Ghost-write and edit thought leadership content (6 pieces published on sites like Forbes, Enterprisers Project, & Sandhill)
- Script and direct CEO's quarterly update videos (23,000+ YouTube views)
- Contribute to comms projects for onboarding, leadership team, etc

eBay Advertising

Content Specialist (Contract)

June 2020 to Jan. 2021
San Francisco, CA

- Managed web content for global brand launch
- Developed social media strategy, created content, established KPIs & tracked performance
- Boosted blog traffic through social referrals (75% increase MoM)
- Copywrote and edited blogs
- Provided creative direction for social, blog, & infographics

Uber

Content Specialist (Contract)

Mar. 2020 to June 2020
San Francisco, CA

- Wrote content for Uber for Business (U4B) and Uber Health (UH) blogs
- Authored the blog post with the highest number of views on U4B; 900 page views per blog post on average
- Managed posts on U4B and UH social media channels
- Audited owned channels (blog & social); presented a playbook to grow followers and engagement
- Created and helped design a new product fact sheet and a crisis resources webpage
- Measured weekly blog & social performance
- Tracked audience sentiment on channels to better understand our followers and meet customer needs
- Worked with design, product, comms, and events on cross-functional campaigns
- Managed social media campaigns through Asana (planning → execution)

Skillz, Inc.

Social Media Coordinator

Jan. 2019 to Mar. 2020
San Francisco, CA

- Drove social media strategy based on metrics analysis, growing followers (averaged across TW, FB, LI, & IG) by 25%
- Led blog strategy, growing unique page views by 105% over a year
- Worked cross-functionally with Marketing Ops team to build SEO calendar and content
- Created new Instagram content strategy, growing followers by 20% QoQ
- Managed the company's first blog partnership with GameAnalytics

Public Relations Intern

June 2018 to Dec. 2018
San Francisco, CA

- Managed corporate and executive social media accounts, growing total followers (averaged across TW, FB, LI, & IG) by 25% over 6 months
- Authored 20+ company blogs

Tesla Motors

Customer Experience Specialist

Dec. 2017 to June 2018
Fremont, CA

- Achieved the highest number of customer tutorials during EOY 2017
- Maintained a CES rating of 4.5 or higher

Kennedy Marketing Group

Editor/Proofreader

Aug. 2016 to Dec. 2017
San Clemente, CA

- Proofread & edited advertisements, promotions, and emails for automotive companies across the U.S.
- Minimized errors to maintain high-quality marketing materials for partners

Marketing Operations Partners

Marketing

June 2016 to Sept. 2016
San Jose, CA

- Conducted market research on potential trade shows and relevant publications to build brand awareness
- Contributed to social media strategies and managed communications through all platforms

The Odyssey Online

Editor in Chief

Mar. 2016 to June 2016
Santa Clara, CA

- Managed 12 writers at SCU, maintaining weekly communication with each and editing/revising their work
- Posted one blog per week, with ~10,000 views on my top-performing post

Activities

Santa Clara Women's Lacrosse
All-League & All-Academic Player

2014 to 2017

Contact

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Education

Santa Clara University

Bachelor of Science in Marketing 2018

Cum Laude, Academic Scholarship

Skills

PROFESSIONAL

Content Creation

Social Media

Writing

Editing

Content Strategy

Blog Posts

Research & Analytics

Communications

Content Operations

PERSONAL

Creative

Adaptable

Self-motivated

Problem-solving

Verbal & written communication

Analytical

TECHNICAL

Google Suite

Microsoft Excel

PowerPoint

WordPress

Google Analytics

Adobe Photoshop

Asana

Trello

Buffer

Agorapulse

Socialbakers