

HANNAH KHAN

COMMUNICATIONS SPECIALIST

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SOCIAL



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@hannahskhan

EDUCATION

Virginia Commonwealth University, 2016
B.S. in Public Relations, Richard T. Robertson
School of Media and Culture
Minor in General Business

PROFESSIONAL EXPERIENCE

Account Coordinator

Adfero
August 2016-

- Create social copy for a variety of clients
- Assist on new business development research
- Draft email campaigns
- Perform administrative and secretarial duties

Public Affairs Specialist

Virginia Department of
Social Services
May 2016-August 2016

- Developed and executed social media campaigns
- Curated content for press releases, social posts, tweets and feature articles
- Responded to media inquiries and pitch to press
- Researched and developed marketing campaigns for VDSS

Campus Correspondent

Her Campus Media
May 2015 - May 2016

- Managed a team of +30 writers and publicists
- Created targeted content on behalf of clients to the college women audience
- Planned and execute event based marketing strategies on behalf of clients
- Executed social media campaigns to promote organization

Marketing Assistant

Virginia
Commonwealth
University
Feb. 2014 - May 2016

- Publicized university events through the blog, vcucommmons.com
- Developed and implement integrated marketing strategies to promote and publicize the university
- Ran social media accounts such as Facebook, Twitter, Instagram, Snapchat
- Performed administrative and secretarial duties

Freelance Journalist

Elite Daily, HerCampus.com,
XoJane and more
2013-

- Write viral content to be shared on the site and through social media. Specific concentrations include millennials, social justice, travel and hospitality and the lifestyle industry.

SKILLS AND QUALIFICATIONS

- Published pieces read by audiences of over 100,000
- Experience with written public relations – press releases, media pitches, social media content, advertorials etc.
- Experience managing B2B relationships
- Experience with SEO optimization and blogging (Wordpress)
- Lynda.com certified in Adobe programs such as InDesign, Illustrator, DreamWeaver, Photoshop and Premier Pro
- Experience with PR tools including Cision, Meltwater, Hootsuite, Basecamp, Google Drive, Mailchimp, SurveyMonkey
- Fluency in Urdu, Hindi – limited working proficiency in Spanish
- Undergraduate GPA of 3.5 (cum laude). Dean's List Recipient 2013-2016