

HANNAH KHAN

DIGITAL 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 Executive

Development Counsellors
International
February 2018 -

- Successfully implement digital influencer campaigns on behalf of tourism clients.
- Advise clients on trends and best practices in the digital space, from a tourism perspective.
- Develop SEO optimized blog posts, social media and e-mail marketing on behalf of the agency.

Assistant Account Executive

Development Counsellors
International
March 2017-February 2018

- Secure influencers for social media campaigns on behalf of tourism clients
- Craft social copy and SEO optimized blog copy for client and internal use
- Assist with copy writing and internal marketing on behalf of the agency

Account Coordinator

Adfero
August 2016- Jan. 2017

- Wrote and edited social and blog copy for a variety of clients
- Assisted on new business development research
- Created email campaigns for clients and internal use

Public Affairs Specialist

Virginia Department of
Social Services
May 2016-August 2016

- Curated content for press releases, social posts, touts and feature articles
- Responded to media inquiries and pitched to press
- Researched and developed social media and B2B marketing campaigns for VDSS

Freelance Journalist

Elite Daily, Trip101, Matador
Network 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

- Experience creating SEO optimized editorial content for audiences of over 100,000 using Wordpress CMS.
- Experience with digital content marketing, particularly in the tourism and consumer market
- Experience with social media ad creation and analytics, including Facebook ads, Instagram ads, Twitter ads
- Lynda.com certified in Adobe programs such as InDesign, Illustrator, DreamWeaver, Photoshop and Premier Pro
- Experience with digital and PR tools including Cision, Meltwater, Hootsuite, Basecamp, Mailchimp, GroupHigh, Influence.Co
- Native and bilingual proficiency in Urdu, Hindi. Professional working proficiency in Spanish