

# 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 content and e-mail marketing on behalf of clients and 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, 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, Lightroom 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