

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

Social Media and Content Manager

Development Counsellors International
May 2019 -

- Brainstorm, pitch and sell influencer and social media campaigns to tourism and talent attraction organizations
- Advise on digital influencer and social media strategy in the b2C space
- Create and implement editorial calendars to align with key marketing initiatives for tourism and talent attraction clients

Account Executive

Development Counsellors International
February 2018 - May 2019

- Successfully implemented digital influencer campaigns on behalf of tourism clients.
- Advised clients on trends and best practices in the digital space, from a tourism perspective.
- Developed 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

- Secured influencers for social media campaigns on behalf of tourism clients
- Wrote daily social media copy for clients in the tourism space
- Assisted 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

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 millennial lifestyle, food and beverage, and travel and hospitality.

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, 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