



# HANNAH KHAN

## DIGITAL CONTENT SPECIALIST

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### S O C I A L



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@hannahskhan

### HIGHLIGHTED SKILLS & ACCOMPLISHMENTS

- +6 years as a blogger and copywriter in the travel, hospitality and lifestyle space.
- +5 years as a digital content creator
- +4 years experience in influencer marketing and brand partnerships
- +4 years of experience in a client-facing digital role, executing and overseeing social media programs in the travel, hospitality and culinary realms
- 3+ years of experience developing paid social ads, SEO
- Experience managing a digital/ social media team -- including creating a staff allocation, professional development, overseeing and assigning tasks.
- Experience presenting on social media and influencer strategies at industry events, webinars, and podcasts
- Relationships/ experience working with over +250 national and international influencers to create branded campaign content across travel, culinary, family, outdoor, fitness, fashion, and lifestyle verticals.
- Conception and execution of multiple HSMIA (Hospitality Sales and Marketing Association) Adrian Award winning digital campaigns, an internationally recognized accolade awarded to best-in-show campaigns in the travel industry

### PROGRAMS AND CERTIFICATIONS

- 2-4+ years experience working with mirrorless and DSLR photography, editing with Adobe software programs like Lightroom, Photoshop and InDesign
- .Google Adwords certified
- Fundamentals of Digital Marketing – Google certified

### LANGUAGES

- Working proficiency in Spanish, Urdu, Hindi
- Elementary proficiency in Portuguese

### E D U C A T I O N

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

### PROFESSIONAL EXPERIENCE

#### Influencer Marketing Manager, bread & Butter PR

JULY 2020 - PRESENT

- Work with hospitality, travel and CPG brands to create digital influencer and social media strategies and campaign execution.

#### Digital Account Manager, White Oak Communications

MARCH 2020 - JULY 2020

- Strategize, develop and execute all digital campaigns on behalf of the agency's travel, hospitality and lifestyle clients
- Manage digital influencer and digital media relations programs
- Photograph, design and create content for digital content campaigns

#### Social Media and Content Manager, Development Counsellors International

MAY 2019 - FEBRUARY 2020

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

#### Digital Account Executive/ Assistant Account Executive, Development Counsellors International

FEBRUARY 2017- 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.

#### Freelance Writer and Content Creator

MAY 2016 - PRESENT

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