

HANNAH MCKINNON

Marketing Communications Coordinator

PROFESSIONAL SKILLS:

- Microsoft Office Suite
- Wrike
- Google Analytics
- Atlassian Confluence
- Salesforce Marketing Cloud (intermediate)
- Salesforce CRM (intermediate)
- HTML/CSS (intermediate)
- Spanish (intermediate)

CONTACT DETAILS:

(515) 782-3167
hannahmason96@gmail.com
www.hannaheileen.com
linkedin.com/hannaheileen

WORK EXPERIENCE

MARKETING COMMUNICATIONS COORDINATOR

Principal Financial Group
July 2018 - Present

- Develop integrated marketing communication campaigns and strategies resulting in increased web engagement and online sales
- Analyze performance of marketing collateral and digital content to make data-driven decisions for enhancement
- Manage projects and coordinate resources to accomplish high level initiatives and sales objectives
- Improve team efficiency through process standardization, project management software implementation and department training
- Gather feedback and general sentiment around the department to inform leaders as they address department needs

MARKETING COMMUNICATIONS INTERN

Eurofins Scientific Inc.
January 2018 - July 2018

- Wrote blog articles, social media posts, and other branded promotional material to increase brand awareness
- Increased efficiency by standardizing processes for website and social media performance tracking
- Learned and applied basic HTML and CSS to organization's website to improve client experience
- Modernized organization's web-based resource center, a process which included: updating and rebranding news stories and educational resources, and creating appropriate icon imagery using Adobe Creative Cloud

ACADEMIC BACKGROUND

SIMPSON COLLEGE

Bachelor of Arts

Class of 2018

Major in Public Relations

Minors in Spanish, Management, and Human Resources

Public Relations Student Society of America

INDUSTRY RELATED ACHIEVEMENTS

- Salesforce Trailhead: Adventurer rank
- Google Analytics Advanced Certification
- HubSpot Email Marketing Certification
- HubSpot SEO Course Certification