

HANNAH JACKSON

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EDUCATION

The University of Texas at Austin Bachelor of Business Administration, Marketing MAY 2024
Minor: Philosophy, Concentration: Psychology
GPA: 3.76

EXPERIENCE

Hypothesis Group – *Project Intern (Clients: Meta, Toyota, Mastercard, Target, more); Austin, TX* JAN 2024 – MAY 2024

- Manipulated complex datasets from differing source methodologies to find patterns and provide actionable takeaways
- Extracted qualitative insights from and assisted in IDIs and focus groups to assist in meaningful project storytelling
- Reviewed datasets, reports, surveys, and other documentation for errors, inconsistencies, and improvements
- Contributed to client-facing deliverables such as final reports, competitive audits, data visualizations, and topline

GSD&M – *Media Planning Assistant for Fruit of the Loom; Austin, TX* SEP 2023 – NOV 2023

- Researched and refined target audience definitions and personas using consumer survey and audience building tools
- Analyzed competitive expenditures and audience insights from secondary research tools to inform media strategy
- Contributed to client-facing deliverables such as POV's, flowcharts, budget trackers, and competitive charts

Mighty Citizen – *Marketing Intern; Austin, TX (MARKETING AGENCY FOR MISSION-DRIVEN ORGANIZATIONS)* JUNE 2023 – SEP 2023

- Wrote and scheduled brand copy for agency (articles, newsletters, emails, social content) to increase brand awareness
- Distributed social content and clean/manage data through HubSpot to assist during CRM software transition
- Built event landing pages and articles in Craft CMS to provide user-friendly experience to event attendees and leads

Hannah Jackson Design LLC – *Graphic Designer/Owner; Austin, TX* MARCH 2019 - PRESENT

- Provide graphic design and photography work to companies and non-profit organizations to fulfill their content needs

ACADEMIC PROJECTS

Strategic Marketing Proposal for Relocation – *Client: Birds Barbershop (LOCAL AUSTIN CHAIN)* FALL 2023

- Crafted research questions, discussion guides, and consumer surveys to gather insights on company positioning
- Executed qualitative and quantitative research to understand consumer purchase journey and pain points
- Analyzed resulting data and developed in-depth behavioral, demographic, and competitive insights re: key stakeholders
- Proposed launch strategies to retain 95% of current and gain over 280 new customers in 1st month post relocation

Digital Marketing Strategy Proposal – *Client: Indie Meme (SOUTH ASIAN FILM NON-PROFIT ORGANIZATION)* FALL 2022

- Executed SWOT analysis, consumer purchase journey, and user survey to understand organization audience
- Audited offerings and market situation to develop updated positioning statement and target market description
- Proposed 2 detailed strategic initiatives to build organization awareness and improve attendee-to-member conversion
- Created new sitemap using primary research findings to orient website interface to be new visitor-facing

LEADERSHIP EXPERIENCE AND ACTIVITIES

UTalent Records (STUDENT-RUN RECORD LABEL AT THE UNIVERSITY OF TEXAS AT AUSTIN)

President

SUMMER 2023 – SPRING 2024

- Led overall organization strategy and education management/curation to curate member and artist experience
- Instituted first member feedback and org sentiment tracking systems to optimize operations and improve value
- Increased member retention by over 50% through research and development, team restructuring, and new task system

Marketing Chair to Bird Anderson

FALL 2021 – SPRING 2022

- Developed local artist's image, social media presence, timeline, and positioning strategy for first album release
- Reached 1,319 listeners across 50+ countries, 6,304 streams, and 386 playlists adds one-month post-release

ADDITIONAL INFORMATION

Certifications: Google Analytics (2023), Adobe Photoshop and Illustrator (2019), Intuit QuickBooks (2019)

Proficiencies: Microsoft Office Suite, Q, Qualtrics, MRI Simmons, Omni, HubSpot

Work Eligibility: Eligible to work in the U.S. with no restrictions