

Hannah Jacole

Communications Professional

Experienced leader with 6 years of demonstrated success in all aspects of public relations and community development. Adept at organizing and leading teams to deliver lucrative decision-making skills. Tenacious in building and promoting organizational capabilities to increase efficiency and forge strong relationships.

Contact

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Biloxi, MS

Education

BA in Advertising and Public Relations – The University of Southern Mississippi

Summa Cum Laude
“*Outstanding Advertising Student of the Year*”

Relevant Coursework

Event Planning
Media Production
Graphic Design
News and Media Writing
Public Relations Research
Advertising Campaigns

Core Competencies

Conflict Resolution
Brand Development
Event Management
Marketing Strategy
Copywriting
Campaign Management
Adobe Creative Cloud

Objective

Driven by innovative solutions and results, I aspire to add value to a company that values growth and will push me to increase my leadership skills. Seeking a position that provides opportunity for upward mobility.

Experience

July 2022 –

Promotions Specialist • WXXV-TV

- Directed all areas of event planning and supervision of both news and sales teams, overseeing operations from conception to completion
- Analyzed data to maximize engagement and growth of social media platforms
- Produced written, audio, video, and graphic communications for on-air/online promotions using software such as Adobe InDesign, Photoshop, Premiere Pro
- Created educational initiatives promoting company development that C-level management used for training employees in best practices/corporate policies
- Achieved network objectives through developing profitable digital strategies

January 2022 – Present

Media Coordinator • Night Owl Reconnaissance

- Strengthen brand awareness through effective storytelling and engagement to curate devoted relationships between mission and community
- Research and report on audience to discover trends that identify strongest opportunities develop social media strategies and content production
- Analyze KPIs to determine and capitalize on effective strategies
- Maximize potential for integrated marketing across all platforms

January 2016 – Present

Project Manager + Consultant • Echo Creative Media

- Develop and plan branded campaigns for businesses and entrepreneurs
- Coordinate schedules, contracts, finances, budgets, and events

Interests

Cooking
Gardening
Fine Art
Travel

- Produce copy for ads, blogs, websites, and social media content and design and curate images, web pages, and social media accounts
- Represent major companies as spokesperson at trade shows and expos

May 2021 – January 2022

Director of Communications • For Pets' Sake Rescue

- Used post-production tools to quickly create and/or edit content as needed
- Staged lighting, props, and background for photos and videos
- Created engaging content to help rescue animals find forever homes
- Strategized publishing on Facebook and Instagram to utilize SEO and maximize reach to meet company goals

January 2020 – May 2020 (Internship)

Advertising + Public Relations Specialist • Gulf Coast Studios

- Developed and executed community involvement campaigns and events
 - Coordinated and carried out all public relations promotions
 - Managed Facebook, Instagram, YouTube, Twitter, and Outlook analytics
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References

Deidre Pyron – Director of Promotions and Creative Services
WXXV-TV Morris Network
14351 Highway 49, Gulfport, MS 39503
dpyron@wxxv25.com • (228) 297-2525

JoAnn Schwieter – CFO
Night Owl Reconnaissance
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