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|  | **Hannah Jacole**media professional |  |

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| Contact228.343.3540hannahjacole@gmail.comGulfport, MS 39503 | ObjectiveMedia professional with 5+ years of experience creating, executing, and optimizing strategies for companies, brands, and entrepreneurs. Driven by innovative solutions and producing results, I am ready to make an impact and add value with the Office of Communications. |
| EducationBA – Advertising and Public RelationsThe University of Southern MississippiGPA: 4.0“Outstanding Advertising Student of the Year” winner, 2019Relevant CourseworkMedia PlanningMedia Production and DesignNews and Media WritingIntro to MarketingPublic Relations ResearchAdvertising CampaignsEvent PlanningCreative Strategy Key SkillsMarketing StrategyAdobe Creative Suite (Production)CopywritingCampaign ManagementMultitaskingSEOSocial Media and Web DesignBrand and Concept Development | ExperienceJanuary 2022 – Present**Media Coordinator • Night Owl Reconnaissance**• Research target audience and discover current trends• Create effective text, video, and image content• Analyze KPIs to determine and capitalize on effective strategies• Develop a social media strategy for each platform, as well as maximize potential for integrated marketing across all platforms• Monitor online activity; interact with audience to build communityMay 2021 – October 2021**Media Director • For Pets’ Sake Rescue**• Staged lighting, props, and background to shoot photos and videos• Created engaging content to help rescue animals find forever homes• Used production tools to quickly edit and produce content as needed• Strategized publishing on Facebook and Instagram to maximize reach, boost CTAs, and meet company goals and objectives February 2020 – Present**Media Manager • Echo Creative Media LLC**• Develop campaigns for businesses and entrepreneurs• Coordinate schedules, contracts, finances, and events• Produce copy for ads, blogs, websites, and social media contentand design and curate images, web pages, and social media presences• Represent major companies as brand ambassador at trade shows and exposJanuary 2020 – May 2020**Advertising/Public Relations Specialist • Gulf Coast Studios**• Coordinated and directed social media and public relations efforts• Developed and executed community involvement campaigns and events • Managed Facebook, Instagram, YouTube, Twitter, and Outlook |

## References

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