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

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| Contact 228.343.3540  hannahjacole@gmail.com Gulfport, MS 39503 | Objective Media 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. |
| Education BA – Advertising and Public Relations The University of Southern Mississippi  GPA: 4.0 “Outstanding Advertising Student of the Year” winner, 2019 Relevant Coursework Media Planning  Media Production and Design  News and Media Writing  Intro to Marketing  Public Relations Research  Advertising Campaigns  Event Planning  Creative Strategy Key Skills Marketing Strategy Adobe Creative Suite (Production) Copywriting Campaign Management Multitasking  SEO Social Media and Web Design Brand and Concept Development | Experience January 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 community  May 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 content and design and curate images, web pages, and social media presences • Represent major companies as brand ambassador at trade shows and expos  January 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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