

HANNAH CARTER

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Hello! My name is Hannah Carter. As a marketing professional with nearly a decade of experience, I understand what it takes to meet the needs of various target audiences, as well as how to utilize data to improve digital marketing campaigns and strategies.

I value a positive work environment that fosters team creativity as well as individual contribution. Collaboration, continuous education, career development, and mentorship are just a few characteristics I look for in my next role. Please take a look at my qualifications & experience!

ACCOMPLISHMENTS

- 94% new business lead increase from 2020 to 2021 during global pandemic via marketing campaigns
- Average email open rate of 40% (17,000+ emails sent in 2021)
- 51% close rate of marketing leads in 2021
- Increased company revenue by over 500%
- Accomplished marketing results to increase the company to 4x its original size
- Project Managed \$2.5 million RFP
- Implemented improved product launch standards including marketing to all types of current and potential customers

EDUCATION

SCAD - ATLANTA
MAJOR: BA FASHION DESIGN
AUGSBURG COLLEGE
MAJOR: BA MARKETING

SKILLS

CUSTOMER SERVICE	● ● ● ● ●
PAID SOCIAL	● ● ● ● ●
REPUTATION MGMT	● ● ● ● ●
CONTENT CREATION	● ● ● ● ●
BIG DATA ANALYZATION	● ● ● ● ●
ORGANIZATION	● ● ● ● ●
STRATEGIC THINKING	● ● ● ● ●
GOOGLE ANALYTICS	● ● ● ● ●
TIME MANAGEMENT	● ● ● ● ●
SOCIAL NETWORKING	● ● ● ● ●
PUBLIC RELATIONS	● ● ● ● ●

RELEVANT EXPERIENCE

MARKETING MANAGER

Kohva (PMW, BREW, Rentvine, RentScreener) | April 2020 - April 2022

- Develop & maintain strategic B2B marketing & communication campaigns across 4 brands (Digital Marketing Agency for Property Management, Digital Marketing Agency for Real Estate, Property Management Software & Tenant Screening Software)
- Create & maintain brand identity based on long term company direction
- Develop & deploy paid ads (Search & Social) campaigns with strategic agency partner, aligning with current business goals
- Cross channel coordination with sales, website build, support, creative/design, as well as primary point of contact for outside vendors
- Developed & implemented creative asset creation & management process
- Create and present weekly & monthly reports with analysis of marketing campaign performance along with strategic recommendations on continual improvement (Campaigns including: Paid Search & Social, Email, Event, Reputation Management, and Google Profile- GMB)
- Implementation of automated systems including CRM (Hubspot), creative marketing reviews (Pasetel), automated new customer email drip campaign (included 37 emails & 92 pdfs over a 12 month span)
- Coordination & attendance of 10 trade shows/events per year. Main point of contact for marketing collateral, travel arrangements, vendor participation, and trade show/event marketing campaigns
- Customer account consultation providing a full review of current products and services and providing strategic recommendations on additional products or services to benefit their end marketing & business goals

DIRECTOR OF MARKETING - NORTH AMERICA

Shortcuts Software | January 2020 - May 2020

- Develop & deploy B2B marketing campaigns across North America based on global marketing strategies within the Spa, Salon, and Barbershop Industry
- Collaborate with additional regions (global) to provide continuity across all marketing channels
- Develop & deploy paid ads (Search & Social) campaigns with strategic agency partner, aligning with current business goals
- Provide strategic direction for updated marketing campaigns based on product enhancements & advancements
- Develop & deploy marketing campaigns for end to end customer lifecycle

ENTERPRISE ACCOUNT MANAGER - NORTH AMERICA

Shortcuts Software | September 2018- January 2020

- Strategically manage North American Enterprise Accounts within the Spa, Salon, Barbershop industry
- Engage in weekly conversations with respective accounts including executive leaderships on how to utilize current features to increase revenue
- Up-sell add-on features to current customers to address their business needs
- Provide quarterly and yearly reviews based on current business metrics & suggest improvements moving forward
- Strategically create and execute targeted marketing campaigns for current Enterprise Accounts on new feature launches, education on current features, and additional resources to fully utilize Shortcuts Software platform
- Review current processes with Enterprise Accounts, strategically improve based on customer feedback

PROJECT COORDINATOR

Parr Moto | February 2018 - September 2018

- Maintain & monitor project plans, schedules, work hours, budgets and expenditures
- Organize, attend, and participate in stakeholder meetings
- Document and follow up on important actions and decisions
- Prepare necessary presentation materials for meetings
- Ensure project deadlines are met while determining any necessary project direction changes
- Communicate with all outside vendors to complete work on project timelines

PROJECT & COMMUNITY MANAGER

Erica Powell & Co | May 2017- December 2018

- The point of contact for all branding and private coaching clients
- Branding of client images including use in Photoshop as well as flowthemes and WordPress
- Create a process for Automated Sales Funnels
- Develop & maintain active funnels via Thinkific

SALES / MARKETING SPECIALIST

PM Toolbelt | May 2016 - April 2017

- Develop & maintain strategic marketing campaigns towards the target market for Property Management Maintenance Software
- Account management for all current customers including technical support for those customers
- Develop & manage all social media platforms including posts, blogs, video blogs, email blasts, and all print materials
- Responsible for sales by completing video demos along with continuous follow-up
- Trade shows responsibilities including booth creation, set up and presentation events

PLEASE REFERENCE LINKEDIN PROFILE FOR WORK EXPERIENCE PRIOR TO 2016