**HANNAH HOLLOWAY**

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  Professional Summary

Driven marketing professional with 4 years of experience in the tech industry, excelling in both B2C and B2B environments. Proven track record of achieving engagement, traffic, and sales targets. Seeking to leverage my comprehensive expertise and transition into a marketing manager role. Skilled in research, strategic planning, team leadership, and leveraging data-driven insights to optimize marketing campaigns. Committed to driving brand growth and maximizing results as a marketing specialist.

 Work History

**Marketing and Communications Specialist**, 05/2023 - Current

**TCED**

● Successfully leveraged marketing budgets to implement strategic initiatives that generated strong ROI, driving measurable business growth

● Led B2B and B2C marketing initiatives, overseeing strategic planning and execution across North America

● Contributed to a remarkable 37% expansion in the pipeline of prospective franchisees by leveraging strategic marketing expertise

● Proactively designed and executed newsletter campaigns that achieved remarkable success, with a monthly revenue surge exceeding $10,000 in sales and a substantial 60% increase in subscriber growth.

● Planned and executed go-to-market strategies through analyzing trends and conducting market research and segmentation before product or service launches

● Orchestrated end-to-end event planning, logistics, booking, and promotion for trade shows, ensuring seamless administrative execution

**Marketing and Communications Coordinator**, 08/2021 - 09/2022

**SAP**

● Identified communication issues, analyzed information, and provided solutions to improve teams' processes and increase efficiency

● Innovatively developed and implemented a centralized communication platform for the department, resulting in an impressive 10% reduction in incident downtime and a notable increase in team productivity.

● Created, managed, and customized marketing materials to increase visibility, such as websites, blogs, newsletters and more

● Created and promoted brand identity and events by designing marketing strategies and materials

● Technical writing and redaction of a service catalogue for the department

**Marketing and Communications Consultant** , 09/2022 - Current

**Self-Employed**

● Used graphic design skills to create visually appealing and impactful designs for clients in alignment with their branding and messaging

● Developed written content pieces, including articles, blog posts, and social media captions, tailored to clients' target audiences and marketing objectives

● Actively stayed up to date with industry trends, tools, and best practices in graphic design, writing, and social media advertising, ensuring the delivery of innovative and effective solutions

● Used problem-solving skills to address client requests, adapt to changes, and find creative solutions that met their objectives

**Content Marketing Specialist**, 01/2021 - 07/2021

**Quantum Mob**

● Developed weekly marketing content such as blogs, promotional materials, and advertisements for social media

● Created dynamic graphics to accompany blog posts.

● Edited and optimized pages of blog content to improve SEO ranking for specific keywords

● Assisted in content development for events, drafting and distributing promotional materials

 Skills

* Content Marketing Website Designing (SharePoint, WordPress, Canva, etc.)
* CRM & Marketing Automation Systems
* Excellent verbal and written communication skills (French and English)
* Problem-solving
* Creative and innovative thinking
* Collaboration and teamwork
* Personable and excel in a fast-paced environment
* Strong attention to detail

Education and certifications

**-BBA**: Business Administration, 04/2021

**Concordia University** - Montreal, QC

* Focus on Marketing Field
* Dean's List: Fall 2018 and Winter 2019

**-Bachelor of Arts**: Computers & IT

**McGill University** - Montreal, QC

**-Google Ads**

**-Microsoft Azure Fundamentals**