

Hana Rudolph

Advertising & Digital Marketing

Lead Generation
Market Research
Project Coordination

Social Media
Strategic Planning
Branding

WORK HISTORY

Freelance Marketing Specialist , e.Merging, Denver, CO 06/19-07/20

- Redesigned the company website to solidify a clear digital brand identity, increasing pageviews per visit by 22%.
- Co-led strategic meetings with management to formulate go-to-market strategy for new verticals.
- Planned and executed digital events for current and prospective clients.
- Analyzed the competitive landscape to identify key differentiators.
- Managed social media strategy, defined KPIs, and measured success of each campaign.

Digital Marketing Intern, DCI, Denver, CO 06/18-08/18

- Developed and executed DCI's social media campaigns.
- Communicated with prospects and industry professionals via social media to create a strong network and presence at several national conferences.
- Created three promotional case study videos.
- Performed quantitative and qualitative research for three client projects.
- Updated new content for the official DCI website while managing older archives and databases.

Digital Media Intern, JMK Design Studio, Denver, CO 06/17-08/17

- Worked with clients to develop a voice and brand identity on social media platforms.
- Developed visual layouts and authored content for five clients' websites, magazines, and published books.
- Contacted over 60 organizations and companies with upcoming conventions to feature clients as keynote speakers.

Student Brand Manager, Red Bull, Orange, CA 07/16- 06/17

- Individually developed and organized marketing plans for Chapman University with over 8,000 students.
- Planned and executed the placement of over 400 cans with product collateral on freshman move-in day to promote brand awareness.
- Communicated with vendors and provided product and branded materials for 10 events.
- Directed a film and dance team to represent Chapman in a National Red Bull competition and placed in the semifinals with over 80 social media shares and posts.

CONTACT

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-  Los Angeles, CA

EDUCATION

Chapman University
2020 Graduate

B.A. Public Relations and
Advertising

Minor Spanish Language

SKILLSET

- Adobe InDesign
- Adobe Photoshop
- Adobe Premiere Pro
- Final Cut Pro
- Hootsuite
- Microsoft Office
- WordPress
- Social Media
- Media programming
- Campaign development
- Marketing
- Public Relations
- Analytics
- Spanish

CERTIFICATIONS

