





HANNAH WEAVER

ABOUT ME

Marketing professional with top-notch communication and organizational skills from 5+ years in the entertainment industry. Implemented marketing campaigns and tracked social media growth with Emerald Green Agency. Looking for new opportunities to grow in the marketing space.

-  Brooklyn, NY
-  hannahweaver001@gmail.com
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EDUCATION

Bachelor of Arts
Theatre & Psychology

Lafayette College

Easton, PA
Summa Cum Laude

SKILLS

- Critical Thinking
- Email Marketing (Mailchimp)
- SEO
- Paid Advertising (IG/FB)
- Google Suite, Microsoft Office
- Copywriting
- Time Management
- Communication
- Adobe Photoshop, Canva
- Social Media

WORK EXPERIENCE

ADMINISTRATIVE ASSOCIATE

Little Maestros

April 2021 - Present

- Overhauled company-wide attendance procedures to save admin team several hours of work each week
- Streamlined teacher onboarding by creating cohesive documents
- Coordinated strategic partnerships in conjunction with expansion into new US markets

PERFORMER

Disney Cruise Line

Mar 2018 - Oct 2022

- Learned and performed a role in an exclusive onboard offering with 4 hours' notice to high accolades
- Worked with other teams to coordinate and manage character meet and greets

RESEARCH AND DEVELOPMENT MANAGER

Emerald Green Creative & Digital Marketing Agency

Jan 2021 - Aug 2021

- Strategized, developed, and managed paid digital marketing across Facebook and Instagram
- Analyzed and delivered social and digital media reports
- Worked cross-functionally to research, design, and pitch feature films to investors
- Collaborated with client to create social media content calendars across platforms in alignment with major rebrand, and tracked analytics
- Monitored community engagement for paid ad campaign on social channels for prominent brand (600k+) in conjunction with Media Storm

DIGITAL MEDIA MANAGER

Guyzrcrazy - Podcast

April 2020 - June 2021

- Designed website and optimized SEO by writing branded copy across social platforms
- Spearheaded partnerships with similar brands to increase social media impressions

EXPERIENCE AMBASSADOR

Feld Entertainment

April 2019 - Dec 2019

- Managed customer service at experiential museum for high profile guests
- Upheld NBCUniversal branding at Trolls the Experience

PERFORMER

VStar Entertainment Group

Nov 2017 - Mar 2018

- Collaborated with local teams to oversee setup & breakdown of major touring production in various markets across the USA
- Hosted average of 20 interactive workshops per week

MARKETING ASSOCIATE

Hipzee

Jun 2016 - Nov 2017

- Trained and managed team of interns to boost client's song on Spotify through social media giveaways and community engagement
- Created robust email campaign for theatre production
- Wrote copy/designed social media posts for premiere of client's new single
- Assisted on feature film set with travel, contracts, marketing, and other administrative tasks as needed