

# HANNAH PIPA

## MARKETER AND SOCIAL MEDIA MANAGER

Contact:

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### SUMMARY

Creative, enthusiastic and resourceful individual with a passion for marketing, advertising, and public relations.

### OBJECTIVE

Secure a full-time position in the world of social media marketing.

### ACADEMIC QUALIFICATIONS

#### BACHELOR OF ARTS, MAJOR IN COMMUNICATIONS

Marist College, Sept 2015-May 2019

Concentrations in Public Relations and Advertising

Minor in Music

GPA: 3.85

#### MASTER OF ARTS IN INTEGRATED MARKETING COMMUNICATIONS

Marist College, Jan 2018-Aug 2020

#### MARIST STUDY ABROAD PROGRAM

Instituto Lorenzo de Medici, Sept 2017-Jan 2018

One semester spent in Florence, Italy

### SKILLS

- Excellent communication skills
- Extremely organized
- Experienced in photography
- Ability to work under pressure
- Proficient in Adobe Photoshop, InDesign, and Premiere
- Proficient in Final Cut Pro
- Proficient in Canva
- Knowledgeable and personally interested in influencer marketing
- Hootsuite Platform Certified
- Hootsuite Social Marketing Certified

### COMMUNICATIONS

### EXPERIENCE/LEADERSHIP

#### SOCIAL MEDIA MARKETING ASSOCIATE

United Way of Long Island, May 2019-August 2020

- Publicized non-profit events benefitting veterans, the homeless, troubled youth, and other struggling groups in the community
- Photographed and created infographics for social media posts
- Updated and redesigned websites

#### NORTH ROAD COMMUNICATIONS

Marist College, Jan 2018-May 2018

- A member of the Advertising Team on Marist's student PR firm
- Collaborated with Marist Fashion Department to launch 2018 boutique

#### PUBLICITY REPRESENTATIVE

Marist College Singers Executive Board May 2016-May 2017

- In charge of contacting local businesses to secure raffle donations to support benefit concerts
- Entrusted with publicizing concerts and events

#### THE LOVELY SIRENS DIRECTOR

Marist College, Sept 2018-May 2019

- Head of Marist College all-female a cappella group
- Duties include running rehearsals, organizing performances, and posting on all social media accounts

# EMPLOYMENT

## STANDARDIZED PATIENT

Northwell Health, Center for Learning and Innovation  
July 2019 - Present

- Simulate individuals in both clinical and non-clinical scenarios for teaching and/or assessment activities
- Provide constructive feedback to learners

## SPROUT MORTGAGE COMPANY

Remote Work, September 2020-Present

- Send preliminary closing disclosures to settlement agents
- Prepare closing documents

## MUSIC SPECIALIST

Chapin Home for the Aging, Summer 2018

- Worked in the Activities Department to organize music programs for residents
- Programs included both one-on-one and group activities

## TOUR GUIDE

Marist College, Fall 2016-Spring 2018

- Selected to work in the Admissions Office to represent Marist and conduct tours to prospective students and their families

## ORIENTATION LEADER

Marist College, Summer 2016 & Summer 2018

- Worked with First Year Programs to assimilate the incoming freshman class to student life at Marist

# HONORS AND AWARDS

## ALPHA CHI NATIONAL COLLEGE HONOR SOCIETY

- Inducted into this coeducational honor society to recognize academic excellence

## MARIST COLLEGE SINGERS PILLAR AWARD

- Received for showing model dedication and commitment to the Marist College Singers