

HANNAH LARSON

MARKETING MANAGER

CONTACT

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- Han-shotfirst.com

PROFILE SUMMARY

Creative and strategic marketing professional with 5+ years of experience leading cross-functional campaigns, product positioning, and brand storytelling. Passionate about using data, design, and collaboration to deliver compelling brand experiences. Adept at project management, stakeholder alignment, and translating complex product features into client-first narratives.

EDUCATION

2015-2020
UNIVERSITY OF CENTRAL FLORIDA

- Bachelor of Arts in Communication

SKILLS

- Project Management
- Cross-Functional Collaboration
- Digital Messaging & Positioning
- Time Management
- Market Channel Planning
- Effective Communication
- Critical Thinking

WORK EXPERIENCE

Atlanta Creative Graphics
Marketing Director

2023-PRESENT

- Lead brand and product launch initiatives, partnering with Creative and Sales to build narratives that resonate across industries from hospitality to corporate environments, resulting in a 30% increase in project inquiries year-over-year.
- Serve as liaison between design, production, and client-facing teams to ensure consistent messaging across all signage, environmental branding, and digital channels, supporting the successful execution of 100+ projects annually.
- Create integrated marketing strategies that increase engagement and generate leads through social, email, and website content, contributing to a 45% growth in digital impressions and a 20% boost in qualified inbound leads.
- Develop go-to-market frameworks for new service offerings, including dimensional signage and illuminated branding, driving a 25% increase in sales within the first 6 months of launch.

FreeCast
Social Media Manager

2021-2023

- Led digital campaigns across paid and organic channels to promote new OTT streaming products and partnerships.
- Collaborated with product and creative teams to launch brand campaigns, integrating messaging into social content and customer-facing platforms.
- Developed messaging strategies for product updates and launches, focusing on consumer benefit and accessibility.

LANGUAGES

- English: Fluent
- French: Intermediate
- Spanish: Basics