

HANNAH LARSON

DIGITAL MARKETING

CONTACT

- 770-710-2988
- Helarson12@gmail.com
- 1332 N Fern Creek Ave
- 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

WORK EXPERIENCE

Atlanta Creative Graphics 2023-PRESENT
Marketing Manager

- 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.
- Built and managed strategic content calendars for social, email, and website channels, optimizing performance through analytics and testing—driving a 45% growth in digital impressions and a 20% boost in qualified inbound leads.
- Developed go-to-market strategies with a strong social media component, using channel-specific campaigns and performance tracking to successfully launch new offerings and drive a 25% increase in sales within six months.

FreeCast 2021-2023
Social Media Manager

- Managed day-to-day social media campaigns across Instagram, TikTok, and LinkedIn—integrating paid and organic strategies to drive engagement and brand visibility.
- Partnered with creative teams to develop platform-native content and social copy, aligning launch campaigns with brand voice and cultural trends.
- Built strategic content calendars and messaging frameworks for product launches, tracking performance and optimizing based on audience insights.

SKILLS

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

LANGUAGES

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