

# Hannah R. Johnson

# Community-Driven in Kalamazoo, Michigan

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# Summary

Resourceful communications professional with over 15 years of experience developing and distributing compelling content to tell engaging stories for digital and print media. Proven ability to manage multi-channel communications to engage diverse communities, with a passion for supporting educational and youth-focused programs. Excels at collaborating with stakeholders to create materials that align with brand identity and organizational goals. Proficient in Adobe Creative Suite, content creation, and marketing material production.

## Skills

**Languages** || French (Intermediate), English

**Tools and Technologies** || Adobe Creative Suite (Photoshop, InDesign, Illustrator), Canva, Microsoft Suite, MailChimp, WordPress, Social Media Platforms (Facebook, Twitter/X, LinkedIn)

**Proficiencies** || Content Creation, Digital & Print Media, Marketing Materials Production, Newsletter & Email Campaigns, Social Media Content Strategy, Storytelling, Stakeholder Engagement, Report Writing, Event Support, Branding & Identity, Public Speaking, Collaboration, Project Management, Photography, Video Editing

**Educational Engagement** || Passionate about youth development, with experience as a YMCA summer camp teacher and college tutor; knowledgeable in Early Childhood Education and inclusive Special Education programs.

## Experience

Air Zoo Aviation Museum || Guest Experience Ambassador Aug 2024 - Current

- Applies childhood education training to engage children with science concepts using the museum's Discovery Cart.
- Gathers and analyzes membership data to prepare reports for donors, highlighting community impact.
- Provides photography for internal training documents.
- Delivers interactive experiences to diverse audiences to enhance visitor engagement.
- Applies conflict resolution and active listening skills to address guest concerns and foster a welcoming environment.

Communitrix, Remote || Founder

**Sep 2023 – Current**

- Provides full-service community management for a diverse client base, designing and distributing marketing materials including newsletters, email campaigns, and social media content using MailChimp and WordPress.
- Develops and manages content strategies for multiple social media platforms to increase community engagement and brand visibility.
- Writes, edits, and curates compelling content for web and print, ensuring alignment with client brand identity.

- Establishes and maintains a small but strong client base, creating standard and milestone-based contracts to ensure clear deliverables and project success.
- Collaborates with clients to gather stories and information for use in promotional materials, fostering strong professional relationships.

### **Community.co, Remote || Community Manager      July 2019 – June 2023**

- Produced and managed content for professional communities, including creating newsletters, reports, and social media updates.
- Wrote and edited copy for email campaigns, websites, and community forums, increasing community outreach activity from 2% to 7%.
- Coordinated with cross-functional teams in a fully remote environment to ensure consistent brand messaging.
- Organized and promoted virtual and in-person events to foster community engagement and build strong professional networks.
- Generated growth goals based on KPIs, using qualitative and quantitative member data to inform strategy and decision-making.

### **Internet Brands, El Segundo, CA || Community Manager      July 2013 – July 2019**

- Created and managed content for Model Mayhem across various digital platforms, including social media, newsletters, and educational blog posts, as well as for printed magazines.
- Implemented strategic social media campaigns that increased user engagement and brand visibility, improving moderator productivity and customer satisfaction from 61% to 96% year-over-year.
- Wrote and edited press releases and other marketing materials for distribution, ensuring consistent application of brand and visual identity.
- Built strong, lasting professional relationships with a distributed engineering team in Mexico, fostering effective cross-cultural collaboration.

## **Education**

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### **Fullstack Academy, Remote || Junior Developer      Feb 2024 – June 2024**

- Top-ranking graduate of the online full-time full-stack web development bootcamp.
- Acted as project manager, implementing tickets, pull requests, and continuous integration testing using GitHub.

### **University of Washington, Seattle || Bachelor of Arts in Anthropology      2011**

- Top-ranking graduate, Summa cum laude
- Completed coursework in communication, research, data analysis, and community development.