

Hannah R. Johnson

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Summary

Senior Global Community Manager with over 15 years of experience building, engaging, and supporting vibrant online communities, including extensive work in the gaming industry. A unique hybrid professional who combines deep community strategy with hands-on technical skills in static website development (HTML, CSS, JavaScript), maintenance, and security. Proven ability to drive player engagement through compelling content, data-driven communication strategies, and a passion for creating positive, inclusive digital spaces.

Core Competencies

- **Community Strategy:** Global Community Management, Player Engagement & Retention, Content Strategy, Moderation, Social Media Management, Brand Ambassadorship, Analytics & Reporting
- **Web Development:** Static Website Development (HTML, CSS, JavaScript), Website Maintenance & Security, Bug Troubleshooting, SEO Principles, Performance Optimization
- **Tools & Platforms:** Google Suite (Drive, Docs, Sheets), Adobe Creative Suite (Photoshop, Illustrator), WordPress, MailChimp, Jira, Git, Various CMS & Forum Platforms

Professional Experience

Founder, Community & Web Development Consultant **Sep 2023 – Present**

Communitrix, Remote

- Develop, maintain, and optimize static websites for a diverse client base, utilizing HTML, CSS, and JavaScript to build features and ensure cross-browser compatibility.
- Troubleshoot technical issues, resolve bugs, and implement security patches to ensure high uptime and website stability.
- Create and integrate visual assets such as graphics, banners, and icons to enhance branding and community engagement.
- Manage client community channels, including forums and social media, and develop player communication strategies through email newsletters and platform announcements.

Community Manager

July 2019 – June 2023

Community.co, Remote

- Managed a portfolio of high-profile professional communities for major publications including Forbes, Fast Company, and Rolling Stone Culture Council.
- Produced and managed content for newsletters, reports, and social media updates, driving community growth and engagement.

- Coordinated with cross-functional technical teams to ensure consistent brand messaging and support website updates.
- Generated growth goals based on KPIs, using qualitative and quantitative member data to inform strategy.

Community & Customer Service Manager

July 2013 – July 2019

Internet Brands / Model Mayhem, El Segundo, CA

- Created and managed content across digital platforms, including social media, newsletters, and educational blog posts.
- 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, ensuring consistent application of brand identity.

Community Manager, Gaming

Jan 2013 – July 2013

Breaktime Studios, Remote

- Simultaneously managed communities for a portfolio of eight mobile game titles.
- Created engaging multimedia content for social media, resulting in a 50% growth in Facebook following through targeted campaigns.
- Acted as the primary liaison between the player base and development teams, communicating feedback and reporting on community sentiment.

Social Media Strategist & Community Moderator

2009 – 2013

Metaverse Mod Squad & Zynga Games, Remote

- Built and maintained brand pages for diverse clients on Facebook, Twitter, and WordPress at Metaverse Mod Squad.
- Provided community moderation and social media support for multiple iPhone games at Zynga.
- Authored weekly reports on community trends using data-driven models and created game guides to support player retention.

Education & Technical Training

Fullstack Academy, Remote

2024

Top-Ranking Graduate, Full-Stack Web Development Bootcamp

- Completed an immersive program focused on modern web technologies, including JavaScript, React, and Node.js.
- Acted as project manager for capstone projects, implementing tickets, pull requests, and CI testing using GitHub.

University of Washington, Seattle

Bachelor of Arts in Anthropology, Summa cum laude