

# Jack Hannon

hannon@vt.edu | (609) 658-4398 | [www.jackhannon.me](http://www.jackhannon.me)

## Education

Virginia Tech, Blacksburg, VA

Bachelor of Arts in Advertising, Minor in Organizational Leadership | May 2025

## Skills

- Communication & Customer Service: Excellent written and verbal skills; adept at crafting engaging correspondence with a customer-first mindset.
- Technical Proficiency: Proficient in Google Ads, Adobe Creative Suite, Meta Business Suite, HubSpot CRM; familiar with Mailchimp, HubSpot, WordPress, and Google Analytics.
- Community Engagement: Experience in community outreach, event coordination, and audience engagement strategies.

## Experience

Campus Ambassador (@YikYakVTech), *Yik Yak* | February 2022 – February 2024

- Managed Yik Yak's online presence at Virginia Tech
- Launched campus-specific marketing campaigns
- Designed content and facilitated on-campus promotional events.
- Collected and analyzed user feedback to optimize campaigns.
- Collaborated with the Yik Yak team on strategies for audience growth.

Recreation Assistant, *Christiansburg Dept. of Parks and Recreation* | October 2023 – Present

- Provide customer service to park patrons and local sports leagues.
- Enforce department policies and maintain the public safety
- Assist with event coordination and facility management.
- Address inquiries and resolve issues to enhance visitor satisfaction.

Student Employee, *Virginia Tech Dining Services* | March 2023 – May 2023

- Interacted with customers to ensure a positive dining experience.
- Resolved customer disputes

## Projects

Project Lead, *The Allentown Village Initiative* | August 2019 – July 2021

- Led the restoration of a cemetery in Allentown, NJ.
- Coordinated volunteers and managed project logistics.

Independent Developer, *VT Gym Tracker* | August 2024 – February 2025

- Developed and launched a mobile app for Virginia Tech Gyms
- Created a marketing campaign to coincide with App Store launch

## Awards

Eagle Scout, *Boy Scouts of America* | July 2021