

## **Jack Hannon**

[www.jackhannon.net](http://www.jackhannon.net)

### **Education**

Virginia Tech, Blacksburg, VA

Bachelor of Arts in Advertising, Minor in Organizational Leadership | Aug 2021 – 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**

Marketing Intern, *Vicino, AI* | November 2025 – Present

- Developed Vicino's online branding strategy
- Wrote copy for their news blog
- Managed client relations

Campus Ambassador, *Yik Yak* | February 2022 – February 2024

- Represented Yik Yak at Virginia Tech online and through local campaigns
- Organized on-campus events
- Collected user feedback

Recreation Assistant, *Christiansburg Dept. of Parks and Recreation* | October 2023 – May 2025

- Provided customer service to park patrons and local sports leagues
- Supported event setup and facility operations
- Helped ensure adherence to department guidelines and safety standards

Store Clerk, *Party City PCHI* | May 2023 – August 2023

- Aided event planning, including logistics for balloon arrangements and party supplies
- Fulfilled online merchandise and balloon orders
- Handled checkout, inventory, and customer concerns
- Maintained store organization and product displays

### **Projects**

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

- Led a community service project restoring a historic cemetery
- Organized volunteers and coordinated with local officials

Developer, *VT Gym Tracker / Orbyt Video* | August 2024 – Present

- Managed marketing and launch strategy

### **Awards**

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