

HANNAH SONES

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PROFILE

An ambitious and driven digital marketing professional with a proven track record in delivering integrated omni-channel campaigns for B2B and B2C businesses.

Eagerness for continued professional development within an industry that is always evolving, I have recently earned a certificate in full stack web development. Intrigued by big data and how customers interact with brands online, my knowledge of cutting-edge web technologies combined with marketing expertise allows capturing customers at different touch points using data-driven techniques.

WORK EXPERIENCE

PR MANAGER

ELEY Ltd | November 2018 - present

- Ownership of all PR and comms activity for the brand globally
- Planned and executed multiple digital campaigns in different regions simultaneously
- Identified and generated newsworthy content topics for company coverage
- Continual improvement of SEO strategy and web content resulting in an increase in website traffic by 61% year-on-year
- Planned and coordinated a major product launch in the US, utilising the largest trade show and resulting in numerous press articles in influential media
- Implemented a social media strategy which saw a 20% increase in followers across all platforms
- Introduced and built a retargeting email marketing campaign to improve customer retention and brand advocacy
- Management of over 50 sponsored athletes and their contract requirements to bolster brand reputation and market positioning

ACCOUNT MANAGER

Edson Evers | July 2015 - November 2018

- Developed integrated PR and marcomms strategies for household names Yale home security and Bostik adhesives
- Employed communication strategies across digital and traditional platforms
- Copywriting including press releases, website content, presentations, whitepapers, case studies
- Updated and maintained CMS sites using HTML, CSS and JavaScript
- Planned, coordinated and promoted press events, tours and exhibitions
- Management of third party suppliers and external agencies
- Won the agency an EMEA account through work with UK division

EDUCATION

BOOTCAMP CERTIFICATE

University of Birmingham | 2020 - 2021

A 24-week intensive programme gaining technical programming skills in HTML5, CSS3, JavaScript, jQuery, Bootstrap, Firebase, Node Js, MySQL, MongoDB, Express, Handlebars.js & ReactJS.

BA (HONS) MARKETING & PR [CIPR ACCREDITED] WITH MEDIA STUDIES

University of Chester | 2012 - 2015

1st class



PROFESSIONAL SKILLS

- Digital communications
- Brand development
- Marketing strategy
- Project management
- Strategic planning
- Attention to detail
- Organised and punctual
- Reliable and professional

TECHNICAL SKILLS

- Proficient in both front and back-end technologies
- Languages: HTML5, CSS, JavaScript, jQuery, ReactJS, AJAX
- Frameworks: Bootstrap, Semantic UI

CERTIFICATES & AWARDS

- Professional Diploma in Digital Marketing
IDM | 2021
- Marketing Fundamentals
Google | 2018
- Silver PRide award for 'Best Integrated Campaign'
CIPR | 2018

REFERENCES

Available upon request