

Janna L. Hall

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WEB AND DIGITAL MARKETING EXPERIENCE

SKILLS: Mac OSX & Microsoft Windows, WordPress, HTML, CSS, Javascript, jQuery, Microsoft Office Suite, Google Analytics, Constant Contact, MailChimp, Adobe Creative Suite, Final Cut Pro, Google AdWords

Freelance Creative Services

April 2018- Present

- Help clients ideate and build effective websites to meet their business goals
- Work collaboratively with marketing specialists and graphic designers, facilitate problem solving
- Create cost-effective and attention grabbing social media campaigns for clients

Project Manager/Developer

October 2014- April 2018

KNOWN

Richmond, VA

- Fielded new business inquiries and set up initial meetings with potential clients, conducted pitches
- Developed websites for clients utilizing WordPress CMS, install themes, writing custom CSS if necessary
- Collaborated with designer to build a smooth interface that helped clients meet goals, lead testing process
- Helped install analytics and optimize for SEO using best practices
- Planned project scope, milestones, estimated cost, and helped gather client feedback
- Wrote content and implemented designs applying client's brand standards
- Managed web development and marketing initiatives from start to finish

Earned Media Intern

March 2013- August 2013

The Barbarian Group

New York, NY

- Contributed to the development of social strategies, creative assets, and outreach plans across platforms for current clients as well as new business opportunities
- Managed social communities for Pepsi NEXT and Pepsi MAX. Responded to brand fans in a timely and efficient manner, developed weekly content calendars and wrote copy for daily Facebook posts and tweets
- Conducted research and competitive analysis for current brands as well as potential partners adding valuable insights, supported by data, to pitch new ideas
- Reported daily analytics for Pepsi NEXT's Wheel of Levy campaign. Monitored the success of the campaign and worked in a team to develop additional strategies to boost engagement
- Aided in the execution of events and helped create accompanying social buzz for the agency

Associate

June 2012 January 2013

Msterio

New York, NY

- Developed and executed ideas for targeted marketing materials
- Communicated with customers and managed relationships via Salesforce
- Managed Msterio's presence on Facebook, Twitter and Pinterest, resulting in collaborations with schools, community organizations, and children's clothing brands
- Led volunteer sessions with 100+ attendees at partner organizations including Morgan Stanley and Bank of Tokyo-Mitsubishi UFJ

NON-PROFIT EXPERIENCE

Development and Events Specialist

October 2013 - April 2015

Richmond SPCA

Richmond, VA

- Input and manage donor data in Raiser's Edge, process gifts and send acknowledgement letters
- Plan and execute fundraising events working with a team of four.
- Correspond with donors, answering questions and resolving customer service issues.
- Contribute to newsletters, generate ideas for fundraising events and mailings.

EDUCATION

**University of Richmond
VA**

Richmond,

Full Stack Coding Bootcamp

Expected completion March 2019

Japanese Language Proficiency Test, level N3 Certified

2012

Virginia Commonwealth University

Richmond, VA

Bachelor of Fine Arts in Painting, Printmaking, and New Genres

May 2010

Bachelor of Arts in International Studies: Social Justice Studies

May 2010