



# Hannah Peterson

MARKETING COORDINATOR

## About me

Enthusiastic and organized Marketing Coordinator with 3+ years of experience in brand communications, event planning, and social media management. Adept at working in cross-functional teams to enhance brand awareness and engage diverse audiences. Passionate about storytelling, data-driven strategy, and cultivating strong relationships with clients and partners.

## Core Skills

Brand Messaging

Social Media Campaigns

Copywriting

Event Planning

Influencer Partnership

Budget Management

Basic Graphic Design

## Experiences



### Marketing Coordinator

BrightLeaf Events, Chicago, IL

2019–Present

- Coordinate with creative agencies to execute integrated marketing campaigns, resulting in a 20% increase in event attendance year-over-year.
- Manage social media calendars across multiple platforms, growing follower count by 15% and improving engagement by 25%.
- Organize virtual and in-person corporate events and workshops, overseeing vendor negotiations, venue selection, and attendee registration.
- Collaborate with the design team to produce promotional materials, ensuring brand consistency and timely distribution.



### Marketing Assistant

Rosewood Agency, Chicago, IL

2017–2019

- Assisted in developing marketing briefs and pitch decks for prospective clients, contributing to a 10% increase in new client acquisitions.
- Supported the marketing team in researching industry trends and competitor activities to refine branding strategies.
- Maintained an organized system for tracking campaign performance metrics, enabling data-driven decision-making and ongoing improvement.

## Education

University of Illinois at Urbana-Champaign

B.A. in Communications

2017

- Emphasis on Advertising and Public Relations
- Active member of the University Marketing Club

## Professional Development & Affiliations

- HubSpot Inbound Marketing Certified (2020)
- Member, American Marketing Association (AMA)

## Interests

Community Volunteering

Travel & Cultural Experiences

Photography