

# HANNAH JORICH

HJ

## CONTACT INFO



717-315-8473



hannah.jorich@gmail.com

## EDUCATION

### M.S. SPORT MANAGEMENT

Illinois State University / August 2015-May 2017

### B.S. COMMUNICATIONS

Pennsylvania State University / August 2011-2015

## SKILLS

HTML & CSS



PHOTOGRAPHY



VIDEOGRAPHY



ADOBE PHOTOSHOP



ADOBE PREMIERE



## VOLUNTEER

### DENVER SERVE

Executive member / November 2017-Present

### RED ROCKS CHURCH

Productions / January 2018-Present

## EXPERIENCE

### DIGITAL CLUB SERVICES MANAGER

Colorado Rapids / Denver, CO / March 2020-Present

- Plan and execute content strategy to ColoradoRapids.com, MLS app and social media
- Lead digital project manager for various campaigns and club activations
- Build, amplify and maintain custom landing pages using SEO, HTML and CSS coding - growing new users by 51 percent
- Manage daily updates to ColoradoRapids.com through Drupal content management system
- Manage the club's email marketing strategy through Marketo and Salesforce platforms
- Tracks latest trending, topics, products and best practices in digital
- Lead digital advertising & sponsorship campaigns
- Oversee digital interns
- Maintain strong partner and interdepartmental relationships to outline goals, content plans, and support digital activations

### DIGITAL COORDINATOR

Colorado Rapids / Denver, CO / May 2017-March 2020

- Supported Digital Manager in daily updates to ColoradoRapids.com through Drupal content management system
- Produced, edited and published content to ColoradoRapids.com
- Assisted Social Manager on disseminating posts to club social outlets
- Conducted monthly reporting by tracking club performance and identifying trends
- Coordinated digital advertising & sponsorship campaigns

### ATHLETICS COMMUNICATIONS GRADUATE ASSISTANT

Illinois State University Athletics / Normal, IL / June 2015-May 2017

- Managed teams social media efforts while assisting in marketing campaigns
- Oversaw and advised 10 department interns
- Coordinated department's public image for assigned sports, including graphics, press releases, writing and designing media guides, game notes and game programs
- Managed Illinois State athletic website and kept up-to-date statistical records for various sports
- Editor-in-Chief of quarterly 64-page Redbird Magazine; responsibilities included pitching feature stories, designing and organizing the layout of the magazine
- Primary designer of the football and men's basketball 48-page game program
- Facilitated home cross country and track & field meet operations and women's soccer home games, as well as various home events including men's and women's basketball, baseball and volleyball