

Hannah Elizabeth Proctor

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EDUCATION

University of Colorado Boulder – Leeds School of Business

May 2022

Bachelor of Science in Business Administration with an emphasis in marketing and real estate
Minor in Creative Technological Design

Overall GPA: 3.0 | Marketing GPA: 3.5 | Real Estate GPA: 3.3

Relevant Courses: Business courses in Finance, Marketing, Operations Management, Data Analytics and Accounting

Involvement: Women in Business Club and CU American Marketing Association

WORK EXPERIENCE

Energize Colorado, Project Intern

August 2021- December 2021

- Maintained database of 350 clients and track progress through the sales pipeline from outreach to closure.
- Generated leads for the company through data analysis and targeted outreach via onsite and offsite marketing channels.
- Analyzed company trends to inform additional segments to target and generate company sponsors for events.

Premier Inc, Marketing Intern

June 2021 - August 2021

- Developed and launched a social media plan for fiscal year 2022. The plan was signed off on by the head of marketing and remained on track to increase employee LinkedIn usage by 42% (+350 bps vs. goal).
- Created and published emails on behalf of the company and developed templates for future campaigns. The email templates have been used 50+ times since creation.
- Developed an internal database of additional marketing materials including print, email, and event marketing materials.

CXLogic, Marketing Strategist Intern

January 2021 - May 2021

- Created a go to market plan for a new startup company that focused on breaking into the customer service segment.
- Led company outreach, product pitches, and follow-ups on behalf of the organization, interfacing with business partners at all levels throughout the organization.
- Created and published rotating materials for the company's website.

LifeTime Fitness, Aquatics Supervisor

September 2020 - January 2021

- Managed all aquatic operations which included hiring, staff scheduling, training, and people development.
- Led team meetings to determine safety risks and staff concerns as well as triaged escalations with senior leadership.
- Responsible for the safety of all pool guests at the facility, often exceeding 500+ individuals.

LEADERSHIP AND VOLUNTEER WORK

University of Colorado Boulder, Marketing Teaching Assistant

August 2021 - Present

- Facilitate a weekly marketing course that focuses on comprehension of marketing content, discussions, research, assignments, and written communication skills.
- Grade all written coursework for content and quality as well as own grade entry across the entire course.
- Develop course content materials such as test/quiz content and presentation slides.

SkyRidge Medical Center, Volunteer Receptionist

June 2016 - June 2017

- Responsible for the scheduling of patients and visitors at the neonatal unit of the hospital. Focused on maximizing occupancy given space constraints and doctor availability.
- Led inventory management for the unit, monitoring days of inventory coverage across 100+ SKUs and procuring additional supply as needed.
- Responsible for managing the neonatal unit supply budget which meant looking for the lowest cost products across a broad range of distributors without sacrificing product quality.

SKILLS

- Detail oriented
- Data analytics
- Beginner Python
- Supply Chain
- Beginner Tableau
- Creativity
- Qualtrics
- Microsoft Suite (Excel, PowerPoint, Word)
- Written and verbal communication
- Database management
- Social media
- HTML