

# Hannah Shaneberger

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## EDUCATION

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B.A. in Professional Writing, Michigan State University, 2017

- Additional coursework: history, editing, grammar & style, publication management, web authoring (html & CSS), document design, content managing, branding, writing workshops, creative writing, and comprehension in basic Spanish
- Dean's List

## EXPERIENCE

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### Book Marketing Strategist

2017 – Present

*Author Kate Birdsall*

- Researched and strategized how to market a newly published indie book
- Created a book marketing strategy
- Created a book trailer
- Generated a social media strategy for marketing and exposure
- Organized a blog tour and book reading tour
- Created and designed documents for events, readings, and social media

### Contributing Editor & Writer

2016 – 2017

*ing Magazine*

- Generated ideas and content for each month's issue
- Communicated and collaborated with staff members
- Did developmental edits and copyedits on multiple articles and blog posts for each issue
- Created, wrote and revised article content
- Worked closely with other editors and writers on staff
- Met strict and tight deadlines

### Social Media Strategist

2016 – 2017

*ing Magazine*

- Helped devise a social media strategy
- Created a calendar and procedure documents regarding the strategy
- Generated content for social media posts
- Head of the Instagram account
- Took and edited photographs for all social media platforms (Facebook, Twitter, & Instagram)
- Worked closely and collaborated with other members on the social media team

### Freelance Editor, Writer, & Designer

2014 – 2016

- Co-wrote memos, business correspondences, and flyers
- Did copyedits on memos and business correspondences
- Designed and created multiple menus and various versions of menus
- Pitched ideas and designs to clients