# EDUCATION

HANNAH GRACE WILKINSON

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**West Virginia University,** Morgantown, WV May 2024

*Bachelor of Science in Business Administration* Major: *Management Information Systems*

**West Virginia University,** Morgantown, WV December 2025

*Master of Science in Digital Marketing Communications*

# TECHNICAL SKILLS

**Programming/Scripting Languages:** C#, CSS, HTML, Java, JavaScript, and Python

**Programs/Platforms:** AWS, Basecamp, Canva, CleanSlate, Constant Contact, Dreamweaver, Dropbox, Figma, GitHub, Google Analytics, Google Apps Script, Google Colab, Google Drive, Hootsuite, Illustrator, Lightroom, Linux, Mailchimp, Microsoft Office, Adobe Photoshop, Premiere Pro, PyCharm, Qlik Sense, Qualtrics, SmugMug, Visual Studio, and Wireshark

**Industry Skills:** Accessibility, cybersecurity, graphic design, photography, project management, search engine optimization, website management/development, website scraping, and video editing

# EXPERIENCE AND INVOLVEMENT

**WVU Division for Land Grant Engagement | Marketing, Communications, and Technology Team,** Morgantown, WV

***Website Developer & Design – Student Worker & Summer Intern*** May 2024 – Present

* Migrated and developed 691 webpages utilizing HTML, CSS, and JavaScript in the University’s CMS CleanSlate
* Developed Python web scraping script to automate processes with Google Colab decreasing manual workload by 80%
* Created website wireframes using Adobe Illustrator to facilitate approval from supervisors

**Data Driven WV,** Morgantown WV

## Senior Lewis Fellow/Project Manager – Federation of Humane Organizations of West Virginia August 2024 – Present

* Facilitate a cross-functional team project, managing timelines and deliverables for timely project delivery to partner

***Lewis Fellow/Project Manager – Kyrus/#500Rising, WesBanco, Loudoun Cares, and WVU Extension*** August 2023 – August 2024

* Created and led weekly meeting presentations with executives from #500Rising, WesBanco, and Loudoun Cares projects
* Utilized Agile and Waterfall methodologies to maintain ongoing team progress, efficiency, and task assignments
* Migrated educational courses to a new content management system and learning management system utilizing Kajabi
* Adhered to cybersecurity practices through a security audit to ensure a secure website through WordPress
* Developed responsive visualizations that showcase calculations for financial reports through Qlik Sense helping key decisions of stakeholders
* Utilized Mailchimp to create and distribute an end-of-year newsletter for organization members by facilitating achievements

**WVUGo | WVU Campus Rec & Adventure WV Marketing & Communications Team,** Morgantown, WV

***Marketing and Communications – Program Assistant*** January 2022 – December 2023

* Created marketing and communication strategy for Campus Recreation and Adventure departments
* Liaison with Campus Recreation and Adventure departments to ensure media coverage of events and programs
* Interviewed, hired, and onboarded 15 new staff members while simultaneously processing payroll increasing the team for
* Developed a hidden back page system on the website which hosts training resources and reference guides
* Designed and distributed graphics promoting healthy lifestyles in our social media platforms

***Marketing and Communications - Website Content Manager*** August 2019 – December 2023

* Assisted in the website migration and development of our Campus Recreation website which hosts 197,850 users
* Made updates to 10 websites contributing to West Virginia University
* Utilized HTML formatting to publish over 35 articles onto WVU’s Campus Recreation website

***Marketing and Communications – Administrator*** May 2020 – January 2022

* Assisted in the distribution of newsletters to 72,370 contacts while utilizing Mailchimp
* Created PowerPoint presentation and co-delivered Campus Recreation’s webinar to a student audience
* Assigned tasks, uploaded documents, and communicated with clients through Basecamp

**37 Media and Marketing Group,** Ashburn, Virginia May 2023 – August 2023

## Digital Marketing and Events Coordinator – Intern

* Designed and distributed newsletters for multiple clients
* Led five events per week while gathering content and creating reels

**WVU Management Information Systems Association – *Multimedia Specialist / Webmaster / Secretary / Website Workshop Founder and Host***

* Developed and maintain the website for the association
* Take and gather digital content for the website promoting and attaining increased organization attendance
* Co-host the semi-annual MISA Website Portfolio Workshop and assist members with developing and hosting their own professional website by teaching HTML/CSS basics and registering domains

# AWARDS

**Cole Unger Social Action Award,** Data Driven WV April 2024

# CERTIFICATIONS

**HubSpot:** Content Marketing, Digital Marketing, Inbound | **Semrush:** SEO Fundamentals Course, Keyword Research Course, Advanced Competitive Research Practices, Become an AI-Powered Marketer | **Google Cloud:** Digital Transformation with Google Cloud