

RETENTION MARKETING SPECIALIST

Hanna Marcus

EXPERIENCE

CRM MARKETING SPECIALIST, BACKROADS; BERKELEY, CA – APRIL 2022-PRESENT

- Responsible for flawlessly executing customer marketing activities across direct mail, email, and digital properties – web, mobile, and app
- Manage, analyze, and interpret customer data to provide insight and support strategic business decisions, resulting in +36% conversation from previous year and +4.3% total subscribers
- Collaborate with business areas to gather and document new and existing requirements while providing recommendations and suggestions for solutions within Salesforce CRM

CORPORATE COMMUNICATIONS COORDINATOR; BANK OF THE WEST; SAN FRANCISCO, CA – 2021-2022

- Developed and executed the company's annual Giving Tuesday campaign that engaged 1,346 employees and resulted in 30,000 new trees being planted for California wildfire restoration
- Spearheaded Instagram Takeover events with partners in the outdoor events industry, created content, and served as the first front-facing Instagram Live employee to hold takeovers to raise awareness about the company's sustainable environmental policies
- Devise digital marketing strategies including paid promotion across multiple channels such as Facebook and Instagram

CIVIC ENGAGEMENT LEAD; CHAPMAN UNIVERSITY; ORANGE, CA – 2017-2021

- Conducted comprehensive research and vetting of 15+ nonprofit organizations to assess opportunities for community partnership and volunteer engagement
- Actively strategized communication efforts with the City of Orange to initiate the first-ever Vote Center on Chapman's campus which increased student voting by +47%
- Executed strategic large scale partnerships and increased annual attendance for department events +700% to expand community engagement and local volunteerism

EDUCATION

- UC Berkeley Extension, Certificate, Full-Stack Web Development, June 2022-November 2022
- Chapman University, Bachelors in Strategic Communication, Entrepreneurship & Leadership; 2017-2021

SKILLS

- Git, HTML, CSS, Bootstrap, Materialize, JavaScript, jQuery, node.js, express.js, RESTful APIs, MySQL, Sequelize, NoSQL, Mongoose, MongoDB, Apollo GraphQL, Progressive Web Applications, React, Jest
- Salesforce CRM, Google Analytics