

Hannah Duckworth

Marketer, Designer, Business Strategist, **Looking for somewhere awesome to work**

Education

Vanderbilt University

B.A. Enterprise Design and Development

(Created own major involving Entrepreneurship, Marketing and Engineering Management)

GPA 3.4, Graduated May 2015

Work Experiences

axialHealthcare

Product Marketing Lead

July 2015 - Present

- Created brand definition, messaging, and B2B sales strategy
- Consistently turning analytical findings into a story that all clients can understand
- Oversee and create all internal and external visual content (digital // print // web) (including client-facing materials, decks, proposals, marketing collateral, etc.)
- Responsible for Phase 1 UI design of portal software product - experience making mockups, writing design requirements, communicating with developers and product managers and other internal key stakeholders
- Managed contracts with outside marketing web developers, directing design and strategy

axialHealthcare

Business Dev. & Marketing Intern

August 2014 - July 2015

- Led productization and development of brand design and concept
- Lead designer of pitch decks for Series B funding and client intake
- Analyzed healthcare big data, forming regression models using R - specifically to find correlation between practitioner prescribing patterns, patient risk factors, and healthcare

UBS Financial Services

Business Analyst, IT

May 2014 - August 2014

- Assisted in implementing the Nashville workforce transition plan, specifically engaging in data reconciliation and recruiting talent
- Created a Family Connections Network as part of an intern Tiger Team, which included a social network and multiple national events
- Analyzed and organized cost structures, licensing deals, and budgets for IT

Dan's Gourmet

Marketing and PR Intern

June 2014 - December 2014

- Worked directly with founder to develop growth strategies for rapidly growing line of frozen Mac and Cheese, sold at over 7k stores across America

Nisolo Shoes

Marketing and PR Intern

January 2014 - May 2014

- Managed social media accounts (Facebook, Instagram, Twitter, Pinterest)
- Developed marketing, design and growth strategies
- Provided retail customer service both online and in-person

Nashville Entrepreneur Center

Student Consultant

January 2014 - May 2014

- As part of a Systems Enterprise Design course, created implementation plan for digitized system regarding the mentor pairing process of the Entrepreneur Center with a team of 3 engineers

BLVD Music Shop

Manager, Events and PR

August 2011 - May 2012

- Developed and grew one of Belmont University's most successful student-run businesses
- Managed 6 employees



Personal Info

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Nashville, TN



Skills

Hard Skills: Photoshop // InDesign // Illustrator // R // HTML-CSS // Sketch // Pages // Keynote // Microsoft Office // XCode // Pitch Design // UI Design
Soft Skills: Strong Presenter // Team Player // Understand client needs // Cross-communicate between techies and biz folks



What I Like

Brand Design // Business Planning // Figuring out what makes people tick // Thinking way outside the box // UI Design // Traveling in search of beautiful scenery // To always be learning