

hannahkoops@gmail.com
720-822-7981
15892 Golden Eye Ct
Parker, CO 80134

hannah buchholz

Professional Experience

Admissions and Marketing Director

02/2015 – Present

Lutheran High School

- Plan, create, and implement all content marketing campaigns
- Grew student body from 350 to 650 in 5 years
- Establish workflows to move prospective families through the buyer journey
- Measure and report effectiveness of content
- Establish brand standards and protect LuHi brands through awareness
- Optimize content for lead generation on social and web channels
- Create and design all print and digital advertisements and premium content
- Redesign, maintain, and update school website: lhsparker.org
- Analyze family behaviors and wants to build buyer personas

Inbound Marketing Project Manager

09/2013 – 05/2015

ClearPivot

- Assisted with website re-design projects using HubSpot CMS
- Oversee Project Management for 4 clients
- Fulfill various design needs including e-books, social media and website banners, CTAs, web design mock-ups & wire frames
- Create social media posts and publish via HootSuite & HubSpot

Freelance Graphic Designer

05/2012 – Present

- Create ebooks, white papers, and other marketing content for businesses
- Design invitations, save the dates, & announcements for individuals
- Promote businesses through infographics & business cards
- Establish strong branding through logo design

Skills

Adobe Creative Cloud Suite including:

Photoshop, Illustrator, InDesign, Lightroom, and Premier
HubSpot CMS
HubSpot CRM
Mailchimp and Constant Contact
Google and Facebook PPC

Education

Concordia University Nebraska

2012

Bachelor of Science in Marketing, minor in Graphic Design
High Distinction, GPA 3.9