

# Hana Reed

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Target Field: Marketing

## PROFILE

Lifecycle Marketing Associate with experience delivering measurable outcomes in Marketing. Strong in execution, clear communication, and building systems that scale. Comfortable owning work end-to-end and collaborating across teams.

## EDUCATION

**Michigan State University**

B.A. Advertising

New York, NY

2017 — 2021

- Honors program; Capstone project with documented results

## EXPERIENCE

### Lifecycle Marketing Associate — Marigold Marketing

Austin, TX | Sep 2023 — Present

- Designed a cross-functional initiative; improved a key metric by 22% through iteration and better tooling.
- Created dashboards and recurring reporting; reduced decision turnaround time by 40%.
- Standardized processes and documentation; cut manual effort by 65% and improved consistency.
- Partnered with stakeholders to define requirements, align on scope, and deliver on schedule.

### Growth Marketing Manager — Bluewave Media

Philadelphia, PA | Jul 2021 — May 2023

- Implemented a cross-functional initiative; improved a key metric by 22% through iteration and better tooling.
- Created dashboards and recurring reporting; reduced decision turnaround time by 50%.
- Standardized processes and documentation; cut manual effort by 55% and improved consistency.

### Marketing Assistant — Nova Growth

Phoenix, AZ | Jun 2019 — Jun 2021

- Improved a cross-functional initiative; improved a key metric by 22% through iteration and better tooling.
- Created dashboards and recurring reporting; reduced decision turnaround time by 30%.
- Standardized processes and documentation; cut manual effort by 65% and improved consistency.

## PROJECTS

### Lifecycle Email Refresh

- Segmented audiences and rewrote campaigns to improve CTR and retention.
- Built reporting cadence and testing plan for continuous iteration.
- Presented results to stakeholders and documented next steps.

### Paid Social Testing

- Ran creative tests across multiple concepts and tightened targeting strategy.
- Built dashboards to track CAC, ROAS, and cohort outcomes.
- Presented results to stakeholders and documented next steps.

### SEO Content Program

- Created topic clusters and briefs; updated high-traffic pages for better conversion.
- Audited technical SEO and worked with devs on fixes.
- Presented results to stakeholders and documented next steps.

## SKILLS

**Skills:** Email marketing, Reporting, SEO, A/B testing, Landing pages, CRM, Copywriting, GA4, Paid social, Campaign strategy

**Certifications:** HubSpot Email Marketing, Meta Blueprint (In Progress), GA4 Certification