

# HANNAH SHAW

## CONTACT

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## SOCIAL MEDIA

FACEBOOK:/HANNAHELIZABETHSHAW

INSTAGRAM: @HANSHAWWWW

## EXPERIENCE

### OFFERING MANAGER

IBM | NOV 2018 - PRESENT

- Oversee creation cycle of IBM Z offerings
- Prepare offerings for market

### CHANNEL ENGAGEMENT MANAGER

ZIFT SOLUTIONS | JULY 2017 - OCT 2018

- Build and maintain partner relationships to drive adoption and retention of Zift123 platform
- Oversee more than 400 accounts across the Northeast
- Demonstrate platform capabilities to facilitate partner engagement
- Contact and nurture leads and accounts through Salesforce
- Manage SEM and DAS projects with partners and Zift teams
- Provide partners with marketing assistance on a daily basis
- Troubleshoot issues with marketing automation platform
- Train new team members on Channel Engagement processes
- Represent the Channel Engagement team during client implementations
- Demonstrate the value and support of CEMs to new clients
- Advocate for the role of CEMs on interdepartmental teams

### SALES LEAD

VERT & VOGUE | APR 2017 - JULY 2017

- Implemented the steps of selling, sales support, and data collection
- Engaged with customers to create a unique shopping experience
- Curated outreach emails to increase sales and foot traffic
- Studied designers to demonstrate product knowledge
- Communicated the values and mission on the sales floor
- Trained new employees on the above activities
- Oversaw the daily operations of one shop location as the business transitioned to one storefront

### DIGITAL MEDIA & COMMUNICATIONS COORDINATOR

FLEET FEET CARRBORO & DURHAM | SEPT 2016 - APR 2017

- Managed the store's Facebook and Instagram
- Created content for and maintained the website
- Designed weekly newsletter for over 21,000 subscribers
- Organized events for community, customers, and staff
- Cultivated beneficial partnerships with vendors
- Fulfilled responsibilities as Manager on Duty throughout the week

## EDUCATION

### BACHELOR OF ARTS, MEDIA AND JOURNALISM

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL  
AUGUST 2013 - MAY 2016

### 24-WEEK CODING PROGRAM

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL  
OCT 2018 - APRIL 2019

## SKILLS

- Social media strategy
- Google Analytics Certified
- Marketing
- Web content development
- Copywriting
- Blogging
- Account management
- Layout design
- Public speaking
- Salesforce