

Hannah J. Farrow

Tampa, FL

hannahjarrow@gmail.com
856 472 0871

www.hjf.cool

Education

University of Tampa, FL

B.A. in Communication

2013–2017

- Double Minor: Journalism, Advertising
- Graduated Magna Cum Laude

University of Melbourne, AUS

Journalism Studies

Spring 2016

Skills

Management & Media

- Adobe software for images and video
- Audacity software for audio
- AP style proficient
- Wordpress knowledge
- Instagram, Facebook, LinkedIn, Twitter, and more
- TicketSpice for events
- SEO content knowledge
- MailChimp for email marketing
- Asana, Trello, Slack for project managing
- Organization and time management
- HubSpot Academy certifications

Extracurriculars

Academic Honors

- Dean's List
- Presidential Scholarship
- SCC Honor Roll
- 3.78 GPA
- All Academic Student Athlete
- Phi Eta Sigma
- UT Honors Program

Involvement

- UT Women's Lacrosse Team
- Campus Recreation Intramural Supervisor
- Cigar City CrossFit Team Captain

Experience

Sparxoo

Social Media Coordinator

November 2017–Present

- Create and implement social media strategies, where I grew one of client's Instagram followers by 10,000+
- Started as a technical writer and was promoted to project manager and social media coordinator

Freelance Writer & Reporter

June 2017–Present

- Cover arts, news, and travel for AliveTampaBay, where one of my articles went viral
- Research, create, and edit nutrition lesson plans for CAN, Christmas Abbott Nutrition

Cigar City Crossfit

Media Manager

December 2016–Present

- Consultant for website copy, SEO content, and social media
- Target millennials through relatable and trending content on social media
- Use Google AdWords to track data—most of the clicks to the website are via social media

Oxford Exchange

Support Staff

August 2016–November 2017

- Manage bookstore, write content for various clients, create social media events on TicketSpice, track logistics, and help run company events
- Promoted from a bookstore employee to support staff and copywriter

Tampa Bay Times

News Intern

January–June 2017

- Reported on timely news in surrounding counties
- Conducted interviews and worked independently as a reporter for the Tampa Tribune
- Made the front page and held the number one read story for three days in a row