

Hannah J Farrow

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EXPERIENCE

It Works! Global — Communications Coordinator & Copywriter

AUGUST 2018 - PRESENT

- Create emails, app messages, website banners, social copy, video scripts, and more for products, promotions, and events, including a 45 page social media guide that was downloaded 4.5k times on the first day
- Brainstorm worldwide campaigns (ranging from sales to giveaways), names for new products, and witty, relatable content
- Present ideas to creative director and CMO, including an approve blog proposal within my first three months
- Collaborate with product, design, and digital departments on a daily basis

Freelance — Reporter & Copywriter

2016 - PRESENT

- Report for local news agencies AliveTampaBay and 83Degrees Media, covering the arts and city developments
- Write website copy, emails, blog posts, and newsletters for Fitt.co, Cigar City CrossFit, Christmas Abbott Nutrition, and Oxford Creative Studio

Sparxoo — B2B Technical Writer / Social Media Coordinator

2017 - JULY 2018

- Managed two of our biggest clients' social media accounts (and grew one by 10,000+ followers)
- Communicated with the account and creative teams to meet deadlines with quality work
- Started as a technical writer and was promoted within four months

Oxford Exchange — Bookstore Manager & Support Staff

2016 - NOVEMBER 2017

- Managed bookstore, created social media events, and tracked logistics for author conversations
- Promoted from bookstore employee to the bookstore manager to the support staff and copywriter
- Hosted author conversations and interviews with authors, some events with attendance over 300 people
- Showed excellent customer service skills

Tampa Bay Times — News Intern

2017 - MAY 2017

- Reported on timely news in surrounding counties with tight deadlines
- 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

EDUCATION

University of Tampa, FL

B.A. in Communication
2013–2017

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

University of Melbourne, AUS

Journalism Studies
Spring 2016

SKILLS

Adobe InDesign, Photoshop, Illustrator
Instagram, Facebook, LinkedIn, Twitter, and more

Asana, Trello, Slack, Basecamp, Wrike
Organization and time management
HubSpot Academy certifications
TicketSpice, MailChimp

Audacity
Customer service skills
AP style proficient
Wordpress
SEO

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
- Media volunteer at CrossFit Atlantic Regionals
- The Minaret, UT's newspaper

