

# Hannah E. Brown

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*Detail-oriented, passionate marketing professional with experience in project management, client communication, and database management. Skilled in independent work and collaborating with diverse teams to execute innovative marketing campaigns. Eager to contribute to an innovative marketing team.*

## SKILLS

- Advanced in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook, Teams) and Google Workspace (Drive, Docs, Sheets, Slides, Forms) for media and content planning
- Experienced with graphic design and video editing software: Canva, Figma, CapCut, Photoshop, Illustrator, Lightroom

## WORK EXPERIENCE

**BAYADA Home Health Care**, Laurel Highlands Pediatric and High-Tech Offices Blairsville, PA  
*Client Services Associate* November 2023 – Present

- Develops lasting relationships with clients, referral sources, payors, and community organizations
- Manages daily data entry, technology tracking, and insurance authorizations for over 300 clients
- Provides technology support for over 30 coworkers across three offices
- Creates PowerPoints, handouts, and social media graphics for educational and promotional activities
- Created marketing and presentation materials for three, state-wide conferences

**BAYADA Home Health Care**, Laurel Highlands Pediatric and High-Tech Offices Blairsville, PA  
*Office Intern* June 2022 – November 2023

- Created digital monthly newsletters for 500+ employees
- Designed graphics for social media accounts on Facebook, Instagram, internal staff communications, and several out-of-home advertising campaigns
- Swiftly adapted to new technology and database systems

**Penn State Prime** University Park, PA  
*Agency Account Manager - RAYDAR* January 2023 – May 2023

- Collaborated with Neutrogena and Assembly Global to strategize and execute marketing campaigns
- Managed media planning and activation, ensuring successful campaign execution
- Worked independently and with cross-functional digital teams to manage content and deliverables
- Applied digital marketing techniques for innovative app experiences

**Saxbys Project – Advertising & Sales Promotion** University Park, PA  
*Project Manager* August 2022 – December 2022

- Led a team in the development of an Integrated Marketing Campaign for Saxbys (voted 1<sup>st</sup> place)
- Utilized secondary research and projective techniques for valuable insights
- Developed a full integrated marketing campaign with deliverables and pitched to company executives

## LEADERSHIP

**Penn State Blue Band** University Park, PA  
*Clarinet Guide* August 2021 – January 2023

- Led and managed the clarinet section, teaching marching, drill, traditions, and core values
- Communicated with staff members on the section's status and addressed section issues

## EDUCATION

**The Pennsylvania State University** University Park, PA  
*Smeal College of Business – Summa Cum Laude* May 2023  
Bachelor of Science in Marketing GPA: 3.98/4.0