

# HANNAH JACKSON

## CREATIVE BRAND MANAGER

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### WORK EXPERIENCE

September 2021 - Current

#### → **MARKETING ASSISTANT**

Virginia Commonwealth University  
Uncommon Creatives (In-House Marketing Agency)

- Responsible for creating, managing, and executing the social media strategy for VCU.
- Develop content, including digital, photo, and graphic design assets, to increase VCU student engagement in programs and events.
- Design and develop assets, including merchandise, video content, and logos for VCU student organizations

May 2021 - August 2021

#### → **ACCOUNT MANAGEMENT INTERN**

Saatchi & Saatchi, NYC

- Supported the account management teams for the Always, Tampax, Swiffer, and Mr. Clean accounts.
- Gained a foundational understanding of talent, trafficking, budgets, and creative + production process.
- Wrote and presented Creative Fuel, an agency-wide newsletter.
- Analysis and presentation of competitive work and Cannes winners for the agency.

May 2018 - February 2023

#### → **SOCIAL MEDIA MANAGER & MERCHANISER**

Ashby Consignment, Richmond, VA

- Responsible for managing the website and social media and creating weekly content calendars.
- Successfully launched the Ashby website and managed social media content for an independent retailer during the COVID-19 quarantine.
- Price incoming merchandise to resell in the store: decide the price, tag items, and create displays for merchandise.

### EDUCATION

2022-2023

#### **VCU BRANDCENTER**

Masters of Science in Business of Branding with a concentration in Creative Brand Management.

2018-2021

#### **VCU SCHOOL OF ARTS**

B.A. in Fashion with a concentration in Fashion Merchandising, Minor in Marketing Insights.

### SKILLS

- Brand Strategy & Positioning
- Competitive Analysis
- Client Pitches
- Qual/ Quant Research
- Content Strategy
- Teamwork & Collaboration
- User Personas
- Deck Structure & Design
- Customer Service

### I AM A...

- Thrifting Queen
- Fashion Magazine Collector
- Long Acrylic Nails Girly
- Pug Mother