

HANNAH BURKE

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EDUCATION

The University of Richmond, Richmond, VA May 2023
BSBA in Business Administration, Concentration in Marketing
Dual Degree: Bachelor of Arts in Leadership Studies
Phi Beta Delta – Honor Society for International Scholars
Relevant Classes: Marketing Research and Analytics, Consumer Behavior, Strategic Brand Management, Sustainable Marketing
Europe in Theory and Practice, Copenhagen, Denmark May 2022 – June 2022
Undergraduate Program in Central European Studies, Prague, Czech Republic September 2021 – December 2021

MARKETING EXPERIENCE

University of Richmond, Richmond, VA September 2022 – Present
Jepson Student Assistant

- Crafted a social media strategy for weekly posts on Instagram, LinkedIn, Twitter, and Facebook on Canva Pro.
- Wrote feature stories for the University website on stand-out seniors.

Elite World Group, New York, NY June 2022 – August 2022
Digital Marketing and Sales Intern

- Prepared background research on talent, influencers, and audiences to enhance strategy development for brand proposals.
- Orchestrated two companywide “tech days” where four experts in the metaverse and social platforms educated employees on evolving tech space.
- Contributed to the creation of social media campaigns for clients and tracked and reported on success and best practices.
- Provided competitive analysis and recommended strategies to better compete in the marketplace and on social media.
- Researched and standardized the organization of client information to aid the sales team in outreach.

Voices Center for Resilience, New Canaan, CT May 2021 – August 2021
Communications Intern

- Coordinated the communications plan for the 20th anniversary of 9/11; increased awareness of events and added over 150 sign-ups to the newsletter.
- Conducted research on bereavement and created six tip sheets shared as resources on the website.
- Organized the customer relationship management system and used it to disseminate information about upcoming events.
- Prepared press releases sent to multiple government agencies following the apartment building collapse in Miami, Florida.

LEADERSHIP

Kappa Kappa Gamma, Richmond, VA – *Public Relations Chair* January 2020 – Present
Delta Sigma Pi, Richmond, VA – *Member* October 2020 – Present
Robins School of Business Student Government Association, Richmond, VA – *Senator* May 2020 – September 2021
Beach Haven Beach Patrol, Beach Haven, NJ – *Ocean Rescue Lifeguard* May 2017 – September 2021

COMMUNITY SERVICE

The Seeing Eye, Morristown, NJ June 2017 – Present
Puppy Raiser

- Trained and socialized three dogs for a year and a half each to become guide dogs for the blind.

SKILLS & INTERESTS

Skilled in verbal and written communication, market research, team leadership, brand management, Excel, PowerPoint, Word, Canva, and IBM SPSS.

Completed the Google Digital Marketing and E-commerce Professional Certificate.

Interested in photography, social media, sports, travel, swimming, and conservation.