

HANNAH ALKADI

SOCIAL MEDIA STRATEGIST

EXPERIENCE

Social Media Specialist • Chatterkick (2017 - Present)

- Directed creation and curation of engaging content for 10+ clients in varying industries
- Increased digital presence and influence of brands using niche social outreach
- Drafted and implemented monthly spend budgets, reports on client KPIs, and digital ads

Freelance Social Media Strategist • Element Five • Tours for Humanity

- Developed a long-term strategy for human rights campaign
- Introduced new marketing plan and brand standards for nonprofit, B-corp, and comedian
- Optimized demographics for better ad reach

Internships • MESH • Catapult (2015-2016)

- Engaged followers and subscribers with Facebook Business and Ads Manager and LinkedIn Marketing Services
- Organized social media calendar posts for maximum reach
- Wrote post copy to reflect brand voices on platforms Facebook, Twitter and Instagram

SKILLS

Social

Hootsuite, Sprout Social, Buffer, Facebook Ads Manager, LinkedIn Campaigns Manager

Digital

HubSpot, WordPress, Squarespace, Adobe Creative Suite, MS Office, MailChimp, Canva

Certifications

Google AdWords Fundamentals, Hubspot Inbound Marketing, Hubspot Content Marketing

EDUCATION

Louisiana State University • 2016

Digital Advertising • Visual Communications

LINKS

Case Studies

<https://www.slideshare.net/HannahAlkadi>

Social Media

<https://hannahalkadi.com/portfolio/social/>

Design

<https://hannahalkadi.com/portfolio/design/>

Writing

<https://hannahalkadi.com/portfolio/writing/>

CONTACT

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