

HANNAH TU

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EDUCATION

Maryville University of St. Louis | Aug. 2016 - May 2020
Bachelor of Arts in Communications, Minor in Women's Studies

- Strategic Communication Writing
- Social Media Campaigns
- Communication Research Methods
- Commercial Photography and Communication
- Principles of Strategic Communication

EXPERIENCE

Bookwyrming Thoughts | Nov. 2012 - Present
Book Blogger and Content Writer

- Brainstorm, write, edit and format over 900 engaging, conversational posts
- Manage website through WordPress, ensuring plugins and themes are up to date, in addition to creating regular website backups
- Collaborate with authors, publishers and other PR professionals such as EntangledTeen, The FFBC and Xpresso Book Tours to promote backlist and upcoming titles
- Utilize various resources to analyze basic site and social media data

Video Squirrel (Formerly Zipline Live) | May 2019 - Aug. 2019
Summer Content Writer Intern

- Create and edit content for the Zipline Live publication on Medium
- Update current and create new articles for the help documentation
- Work with product development team to provide feedback for the app
- Brainstorm and propose potential article ideas
- Research current influencer marketing trends

60 Seconds Online Magazine | Aug. 2018 - Aug. 2019
Website Management Intern | May 2019 - Aug. 2019

- Ensure plugins and themes were up to date through a Content Management System (WordPress)
- Work with editors to select and update featured articles and intern spotlight

Entertainment Tab Writer Intern, Book Reviewer | Aug. 2018 - May 2019

- Create book reviews biweekly to promote upcoming and past book releases

CERTIFICATIONS AND SKILLS

Certifications: Content Marketing and Email Marketing (Hubspot), SEO Fundamentals (SEMRush)

Advanced: Blogger, Canva, Discord, Google Docs and Slides, Blogging, Writing

Intermediate: WordPress, Wix, Photography, Adobe InDesign, Google Sheets, Slack, Instagram, Twitter, Microsoft Word and PowerPoint

Basic: Google Analytics, Adobe Photoshop and Illustrator, HTML and CSS, Pinterest, Microsoft Excel