

HANNAH TILLSON

◆ NEW MEDIA MARKETING ◆

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PROFILE

Current senior at Rochester Institute of Technology studying New Media Marketing, with a minor in Advertising and Public Relations. Experienced in creating and managing professional social media accounts, graphic design, developing strategies that increase customer engagement and attract new followers, and working effectively in a team environment.

PROFESSIONAL EXPERIENCE

Marketing Intern
LeChase Construction
May 2017 - May 2016

- Graphic design support of flyers, website graphics and presentations
- Assembling of marketing packages, proposals and estimate books
- Assisted with company event planning and execution
- Developing and updating construction project sheets











Marketing Intern
New York State Pollution
Prevention Institute
September 2016 - May 2017

- Created a tri-fold brochure, flyers, and other marketing materials
- Summarized Case Studies for past NYSP21 projects
- Used attention to detail to assist in overall marketing projects

Small Business Owner
Hannah Tillson Planning
August 2016- Current

- Design digital planner and organization materials
- Promote brand and products through social media posts, giveaways and sales
- Track store and social media analytics to continuously improve overall business

SKILLS

- Leadership 
- Written & Verbal Communication 
- Adobe Illustrator, Indesign & Photoshop 
- Attention to Detail 
- Visual Presentations 
- Public Speaking 
- Organization 
- Search Engine Optimization 
- Creativity 
- Microsoft Word, Powerpoint, and Excel 

EDUCATION

Expected graduation:
May 2018

Rochester Institute of Technology
Major: New Media Marketing
Minor: Advertising and Public Relations
Degree: Bachelor of New Media Marketing
GPA: 3.03

ACTIVITIES

Feb 2017 -
Current

RIT Global Business Group Visual Designer
Design flyers and social media graphics to promote club events and recruitment activities

2015-2016

Zeta Tau Alpha Fraternity - Historian Reporter
Track views and click through rates on ZTA's social media page. Produce content to engage followers and help attract/recruit new members