

HANNAH MICHELSON

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☎ (913) 568-1020

📍 Ballwin, MO

🌐 hannahmichelson

Professional Profile

Mission-oriented, well-rounded strategic marketing and communications professional with 10+ years of experience in the nonprofit sector. Adept at both big picture thinking and tactical execution. Track record of raising awareness of an organization, its programs, services, and impact - with the data to back it up:

- Grew The J's Facebook following by 100% within two years, and 200% within four years.
- Revitalized e-newsletter, saving \$25,000 per year in printing costs.
- Won multiple awards for strategic planning, data collection and analysis, and branding.

Skills

- Strategic + Tactical Marketing and Communications Planning and Implementation
- Team Leadership + Management
- Brand Development + Building
- Fundraising + Development
- Written + Visual + Multimedia Content Creation, Graphic Design
- Video Art Direction + Production + Editing
- Media + Community Relations
- Public Speaking, Presentation Design + Delivery

Tools

- Adobe Photoshop, Illustrator, and InDesign
- Adobe Premiere, After Effects, Audition
- Website Content Management Systems (WordPress, Squarespace, Joomla)
- Email Marketing Platforms (Constant Contact, MailChimp, Emma)
- Social Media (Facebook, Instagram, etc.) + Management Software (Buffer, Hootsuite)
- Graphic Design Tools (Adobe, Canva)
- Google Ads + Analytics + Webmaster Tools
- HTML + CSS + JavaScript
- Digital Advertising Tools (Facebook + Instagram, Snapchat, Spotify, Yelp!)
- CRM and Database Management
- Budgeting, Invoicing, Purchase Orders
- Microsoft Office (PowerPoint, Word, Excel)

Work Experience

Helium Marketing LLC

Owner + Marketing Wizard

May 2019 – Present

Founder and owner of a marketing and communications freelance and consulting business, working with multiple clients to help their digital efforts soar to greater heights. Services include website development and maintenance, digital advertising, organic social media, video production, and graphic design. Clients include Jewish Family Services of KC, Jewish Federation of KC, Jewish Community Center of KC, Jewish Community Foundation of KC, SevenDays® Make a Ripple, Change the World, and Forever Welcome.

Jewish Community Center Of Greater Kansas City

Manager, Digital Marketing Communications

Mar 2018 – May 2019

Web Developer + Digital Strategist

Jul 2015 – Mar 2018

Digital & Social Media Coordinator, Webmaster

Oct 2012 – Jul 2015

- Developed and implemented comprehensive, integrated, multi-channel marketing campaigns through a combination of organic and paid social media, earned media, content marketing, email marketing, website management, SEO and SEM, video, traditional (radio, print, etc), and analytics.
- Created brand standards following overhaul; led brand compliance across all materials.
- Led a team of five in the development and execution of all digital marketing and communications efforts.
- Churned out on-brand written, visual, and multimedia content at lightning speed for a variety of uses including social media, email marketing, website, and print.
- Owner of thejkc.org, a 360+ page website. Collaborated with internal clients to ensure content was proactively updated.
 - Conceptualized, art directed, and project managed numerous website rebuilds, refreshes, and feature improvements including a new website in 2013 (focus on responsiveness) and a complete rebrand in 2015 (full-width, hero images).
 - Named to Accrisoft's "10 Best JCC Websites" four years in a row.
- Managed all social media efforts including Facebook, Instagram, Twitter, YouTube, Yelp!, and Snapchat. Engaged a digital audience of more than 2.2 million per year.
 - Doubled the following on The J's main Facebook page within the first two years.
 - Innovative, organic social media efforts in June/July 2018 contributed to the only production in the The White Theatre's 14-year history to totally sell out.
- Created and monitored advertising campaigns on a multitude of platforms including Google Ads (SEM, display, YouTube), Facebook, Instagram, Snapchat, and Spotify.
- Continuously tracked, analyzed, and reported data from a wide range of sources to inform marketing strategy and decision-making.
- Owner of The J's MailChimp email marketing account. Actively monitored account activity and assisted in-house users as needed. Created targeted e-blasts utilizing segmentation, A/B testing, and automation. Managed an email audience of 28,000+.
 - Re-imagined the e-newsletter, drastically improving engagement and eliminating the need for a printed program guide, saving more than \$25,000 annually.
 - Increased open rates from an average of 33% to 49% (nonprofit average: 24%).
 - Maintained a clickthrough rate (6.8%) double the industry average (3%).
 - Decreased bounce rate from 7.6% to 1.04% (industry average 9.1%).
- Wore many other hats: shot and edited photo and video, provided graphic design support, recommended agency-wide technology, software, or process improvements, created and delivered presentations, served on multiple committees and task forces, facilitated on-call communications, and managed the text messaging service.

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Education

INDIANA UNIVERSITY

- Bloomington, IN
- Graduated August 2012
- BA Journalism, BA Jewish Studies
- Active member of the Hutton Honors College, Board of Educational Programming at Collins Living-Learning Center, and Helene G. Simon Hillel Center student board

Awards + Certifications

- Jewish Community Center Association (JCCA) Zahav (Gold) Award for Marketing Analytics Report (International, 2014)
- JCCA Kol HaKavod Award for Omnichannel Marketing Plans (2018)
- JCCA Kol HaKavod Award for J Rebrand Implementation (2016)
- NonProfit Connect Award of Distinction for Jewish Community Center 100 More Campaign (Metro Region, 2014)
- NonProfit Connect Philly Awards Judge (2016, 2017, 2021)
- Google Analytics and Ads Certified

Volunteer Experience

- Bike for the Brain (2012–Present)
Event coordination, graphic design, media relations, website development
- Give SevenDays (2015–Present)
Social media, event planning and support
- Mitzvah Garden KC (2013–Present)
- Humane Society of GKC (2013–2015)

Personal Interests

- Music and musical theatre
- Mental health awareness and destigmatization
- Animals and animal advocacy
- Traveling and world culture
- Coloring, reading, arts and crafts
- Gaming: video, computer, board, etc.

Work Experience

Midwest Center for Holocaust Education

Marketing Manager, Receptionist

2012 – 2014

- Initiated a redesign of the agency website.
- Wrote content for the web and social media.
- Managed social media accounts and substantially grew social media presence.
- Created e-mail marketing campaigns.
- Designed graphics for web and print, flyers, brochures and posters.
- Served as the face of the agency by directing clients in-person and over the phone.

Indianapolis Business Journal

Art + Production Intern

Summer 2012

- Conceptualized and produced ads for print and web (static and dynamic).
- Pitched spec ads to potential new advertisers.
- Contributed to the design of and art for the newspaper's feature section.
- Designed interiors for books and other custom publications.

Indiana Daily Student + IUPUI Campus Citizen

Art Director, Design Chief, Designer, Copy Editor

2006 – 2012

- Page layout, design, illustration, and photo manipulation for daily student newspaper.
- Managed and trained a staff of over 60 students.
- Initiated a redesign of the IDS.
- Singlehandedly designed the inaugural four issues of the Campus Citizen, a 16-20 page news magazine.

Author Solutions

Book Designer

2009 – 2010

- Interpreted clients' ideas and brought them to life.
- Chosen by supervisors to design multiple premiere books requiring a greater amount of time and creativity than the average book.

Jewish Family Services of Greater Kansas City

Leadership Tomorrow Intern, Summer Intern

Summers 2007 + 2008

- Event planning, public relations, graphic design and website maintenance.
- Planned and created materials for the agency's biggest fundraiser of the year, a dinner and silent auction with over 300 guests.
- Assisted with the planning and execution of the inaugural Day of Discovery.

Paint Glaze and Fire + All Fired Up

Team Member

Guiding guests through all aspects of painting pottery. Not necessarily relevant, but it was my first love.