

# HANNAH ANDERSON

## TOOLBOX

InDesign  
Keynote  
Wordpress  
Basecamp  
Squarespace  
Microsoft Excel  
Google Analytics

## EXPERTISE

Storytelling  
Digital Commerce  
Communications  
Digital Marketing  
Consumer Behavior  
Marketplace Connectivity

## EXTRAS

**Wardrobe Assistant**  
Moore Custom Goods  
*Fade to Light Fashion Show*  
February 2017  
Portland, Oregon

**Founder Local Start-Up**  
Motha' Butta  
mothabutta.com  
July 2017  
Portland, Oregon

## EDUCATION

University of Oregon 2016  
B.A. Public Relations  
Minor; Spanish

**TECHNICAL DESIGNER, NSW** | September 2016 - Current

### NIKE, INC.

- Manage all aspects of content production for Nike Sportswear on Nike.com
- Author content, utilizing our CMS tool, striving to reflect Nike's design ethos and enhance the consumer online retail experience
- Partner with technical production to understand technical needs to deliver efficient and strategic merchandising solutions
- Collaborate with Merchandisers and Creative team to ensure content meets quality standards and business expectations
- Maintain project documentation and specifications for integration into the evolving Digital Commerce standards
- Special projects include; NikeLab BeTrue, Nike Women's Chrome Collection

**PR & MARKETING INTERN** | March - June 2016

### DIALSMITH

- Pitched and secured media placement for series of five contributed articles with targeted online trade publication (Research World Connect)
- Assisted development of media plan for marketing and education campaign
- Created media plan for ISX Scoring summer season launch program; created internal and external sourcing forms; developed and managed case studies
- Developed and managed review cycles for corporate press releases; pitch to media targets; handled distribution via PRWeb
- Conducted weekly reports of Google Analytics and Twitter adwords
- Managed editorial calendar

**PR & SOCIAL MEDIA SPECIALIST** | June 2015 - March 2016

### EMPOWER HEALTH IT

- Developed and executed Twitter campaign of 60% increase followers/month
- Created weekly organic graphic content for social media platforms
- Established company blog; published 8 original articles
- Liaised with multiple departments to develop production level tracking
- Developed and edited copy and digital content for new website
- Held social media training for recruiting and marketing team

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