HANNAH GIRMAI RESUME

32 year old Marketing Manager based in Arizona.

createwithhannah.digital
info@createwithhannah.digital
Linkedin Profile

EDUCATION

AAs. Marketing
Mesa Community College
2009

Google Analytics
Google Certificate

Google Ads Manager
Google Certificate

YouTube Monetization
Google Certificate

Digital Advertising
HubSpot Certificate

EXPERIENCE

Poolwerx - June 2023 – CURRENT
Senior Content Strategist

Lead national marketing and website content strategy across all Poolwerx platforms, ensuring engagement, brand alignment, thought leadership, value proposition communication, and traffic growth. Collaborate with franchise partners and stake holders to create content local marketing requirements.

ElectraMeccanica - SEPT 2021 – DEC 2022
Senior Marketing Specialist

As the first Marketing Specialist hire at ElectraMeccanica, I worked on every campaign front, including:
- Website rebrand, landing pages, and parent platform
- Product (strategy, customer journey, experience)
- Brand (social media, creative, merchandise, asset management)
- Marketing (budget, paid and traditional media, data analysis, CRM,)
- Manage all vendors and marketing team members

IPrior to ElectraMeccanica's announcement of SOLO production stopping, I was specifically over seeing brand strategy and content production for social media.

ReputationDefender – JUNE 2015 – SEPT 2021
Advanced Client Solutions

Specialize in content suppression strategies including Search Engine Optimization (SEO) and an array of social media and review site strategies to promote a positive image across the internet and bury negative content.

- 2018, 2019, 2020 Top producer in outbound efforts totaling over $400K in 12 months.
- Contribute to inception and launch of ReputationGrower product.

SKILLS

- HTML & CSS
- Campaign Strategy
- Paid Media
- Management
- SEO
- Content Creation
- Salesforce & Pardot
- Budgeting
- Social Media
- Adobe Creative Cloud (Photoshop, Premiere, After Effects)

LANGUAGES

English (native), **ASL** (level 13)