

HANNAH GIRMAI

602-909-6306

[createwithhannah.digital](https://www.createwithhannah.digital)

hannahgirmaidigital@gmail.com

[LinkedIn](#)

EXPERIENCE

Content Strategist

Poolwerx

In-house portfolio Link: [click here](#)

06/ 2023 - Current

- Lead the creative vision for all national, regional, and local content for Poolwerx USA by being the brands photographer, videographer, editor, and graphic designer resulting in a reduced average art cost by up 70%.
- Develop strategy and execution of multi-channel content strategies across paid social and search resulting in 27% month-over-month engagement growth.
- Supervise 57+ franchisees and their teams, developing training and strategy for effective local marketing campaign execution.
- Oversee a minimum of 30 creative projects on branding, content production, web design, and graphic design per month.
- Utilize data-driven insights to design and implement high-performing campaigns, resulting in a 30% increase in lead generation month over month.
- Leverage a deep understanding of the buyer's journey to produce product marketing content and create the GTIN, SKUs, product names, and product line imagery for Poolwerx's in house chemical line.
- Awarded PSC Team Member of the Year at the 2024 Convention and recognized as a top-rated performer by the franchise network.

Senior Marketing Specialist

ElectraMeccanica

In-house portfolio Link: [click here](#)

03/2021 - 12/2022

- Created UGC posts for the national brand resulting in virality within 12 days of campaign. 12 posts earned a minimum of 25,000 in views and 1,000 likes. The top performing posts earned 1.7 million views, 354.5K likes, 2,018 comments, and 6,837 saves. TikTok account grew 2,400 followers, and 382,000 likes within 30 days.
- Produced 23 TikTok videos that resulted in 386.2K profile likes and 2,500 followers within 30 days.
- Produced 40 Instagram Reels and 15 YouTube videos and executed strategy that could be duplicated across channels.
- Gave the creative vision for video and social media content.
- Managed eight ongoing vendor relationships including paid media agency, creative agency, events agency, and website agency.
- Served as the team's main spokesperson on all things related to content with internal and external communications. Hosted internal Lives every quarter.
- Participated in recruitment process for internal resources and external vendors. Took part in talent castings, influencers, event marketing, budget, etc.

Advanced Client Solutions

ReputationDefender

06/ 2015- 09/2021

- Responsible for 200-400 Consumer, SMB, and Enterprise accounts with digital marketing projects and SMB-based growth. Led the company in consumer feedback scores 2 years in a row.
- Maintained 93% retainment of business.
- Responsible for the largest outbound annual acquisition, recovering \$480K in previously lost revenue.
- Collaborated on development of Reputation Grower product, resulting in additional \$127,000 of revenue in six months.

ACHIEVEMENTS

Awarded Poolwerx USA Team Member of the year for 2025.

Published in the Grit Daily's Article: **12 Effective Targeting Strategies for Small Business Marketing**

SKILLS

- Photography
- Videography
- Graphic Design
- Social Media
- Content Strategy
- Content Production
- Art Direction
- Branding and Identity
- Web Design
- Adobe Creative Cloud

(Photoshop, Premiere, After Effects)

CERTIFICATIONS

Google Analytics

Google Certificate

Google Ads Manager

Google Certificate

YouTube Monetization

Google Certificate

Google My Business

Google Certificate

Digital Advertising

HubSpot Certificate