

HANNAH GIRMAI

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EXPERIENCE

Content Strategist

Poolwerx

In-house portfolio: [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 a 27% month-over-month engagement growth.
- Supervise 57+ franchisees and their teams, developing training programs and strategy for effective local marketing campaign execution.
- Oversee a minimum of 30 creative projects each month covering branding, content production, web design, and graphic design.
- Utilize data-driven insights to design and implement high-performing campaigns, resulting in a 30 percent month-over-month increase in lead generation.
- Leverage a deep understanding of the buyer's journey to produce product marketing content and create GTINs, 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: [click here](#)

03/2021 - 12/2022

- Created UGC posts for the national brand that went viral within 12 days of the campaign launch. Twelve posts each earned at least 25,000 views and 1,000 likes. The top performing posts earned 1.7 million views, 354.5K likes, 2,018 comments, and 6,837 saves. The TikTok account grew by 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.
- Provided creative direction 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 the 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

- Managed 200-400 Consumer, SMB, and Enterprise accounts focused on digital marketing projects and SMB growth.
- Led the company in consumer feedback scores 2 years in a row.
- Maintained a 93 percent client retention rate.
- Responsible for the largest outbound annual acquisition, recovering \$480K in previously lost revenue.
- Collaborated on the development of the 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 Grit Daily's article titled **12 Effective Targeting Strategies for Small Business Marketing**

SKILLS

- Content Strategy
- Content Production
- Branding and Identity
- Art Direction
- Photography
- Videography
- Social Media
- Graphic Design
- 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