



HANNAH SLAVEN

MARKETING COMMUNICATIONS STRATEGIST

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(805) 312-5714

[linkedin.com/in/orangebackpack](https://www.linkedin.com/in/orangebackpack)

I discover new and better ways for companies to communicate with the people they want to communicate with.

I've worked to: **adapt** modern technology to streamline communications between and within departments, **leverage** cross-platform marketing to boost event attendance or website traffic, **consolidate** and **automate** flows of information, **expand** audience reach with fresh marketing tactics, and **reach** untouched audiences through new mediums.

“ Hannah has built a strong (and deserved) reputation as someone with vision, diligence and honor – someone who gets things done! ”

LinkedIn testimonial. See more at [linkedin.com/in/orangebackpack](https://www.linkedin.com/in/orangebackpack)

AREAS OF EXPERTISE

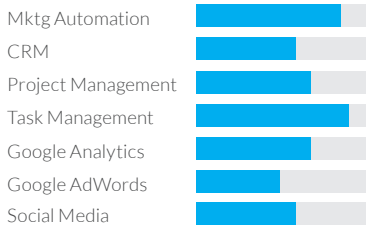
- Corporate/Product Branding
- Online Marketing
- Strategic Communications
- Media Planning & Budgeting
- Website Planning & Strategy
- Marketing Automation
- Process Improvement
- Vendor Relations
- Company Culture

SKILLS

SOFTWARE



Tools & Platforms



EDUCATION

California Lutheran University,
Thousand Oaks, CA
BA, Marketing Communications, May 2012
Lambda Pi Eta Honor Society, Dean's List

STRENGTHS

FROM GALLUP CLIFTON STRENGTHSFINDER

- Individualization** Figuring out how different people can work together productively
- Restorative** Identifying underlying problems and resolving them
- Connectedness** Finding connections in everyday occurrences
- Adaptability** Adjusting my style to match my surroundings and taking change in stride
- Empathy** Encouraging and challenging those around me to produce their best work by recognizing their strengths, weaknesses, and desires

EMPLOYMENT

- Marketing Manager** Wheel Fun Rentals Ventura, CA Jul. 2016 – Present
 - Managed in-house creative services team that serviced 100+ rental locations nationwide
 - Planned and executed marketing campaigns at both the national and local levels
 - Gathered/analyzed customer insight and initiated strategic change in company where possible
- Digital Marketing Strategist** Hollywood Wax Museum Newbury Park, CA Nov. 2015 – Jul. 2016
 - Aligned digital marketing and analytics tools to optimize the cross-channel sales funnel
 - Established social media marketing strategies and doubled overall online brand engagement
 - Boosted AdWords campaign CTRs by 400% while decreasing total spend 30% within first 6 mos
- Marketing Support Specialist** 3D Systems, Inc. Moorpark, CA Sept. 2013 - Nov. 2015
 - Improved webinar leads by 100% and website traffic 15% YOY by using new marketing channels
 - Engineered cohesive marketing campaigns across email, mobile, AdWords, and web platforms
 - Cut costs \$20,000 through marketing automation while decreasing average lead response time
- Marketing Comm. Coordinator** Crossroads Church Camarillo, CA May 2012 - Sept. 2013
 - Boosted special event participation by 800% through cross-platform promotion
 - Implemented online event system to cut down processing time by 5 hours/week
- Web Intern** Sony Pictures Television Culver City, CA Sept. 2011 – Jun. 2012
- Marketing Intern** 3D Systems, Inc. Moorpark, CA Sept. 2009 – Aug. 2011
- Online Marketing Consultant** Seedsman Group Westlake Village, CA Feb. 2009 – Sept. 2009
- Marketing Assistant** Hollywood Wax Museum Hollywood, CA Sept. 2008 - Feb. 2009
- Web Designer (self-employed)** Web Depiction Traverse City, MI Oct. 2004 - Sept. 2011



Why the Orange Backpack?

Orange represents adventure, excitement, and a hunger for life. And no matter what adventure you start out on, a backpack holds all the tools that makes the trip possible. Are you ready to take this journey with me?

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