



HANNAH SLAVEN

MARKETING COMMUNICATIONS STRATEGIST

orangebackpack@gmail.com
(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

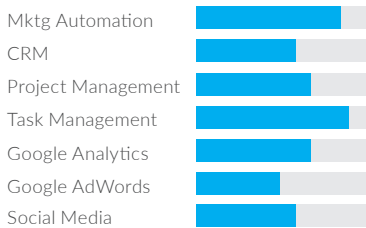
- Corporate/Product Branding
- Online Marketing
- Strategic Communications
- Media Planning & Budgeting
- Website Planning & Strategy
- Marketing Automation
- Process Improvement
- Vendor Relations
- Company Culture

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** Exacom, Inc. Concord, NH Jul. 2018 – Present
 - Increased website conversions 1,850% YOY with the launch of a new website
 - Organized 20 annual exhibitions in addition to direct mailers, print & online ads, and emails
 - Created, managed and maintained new brand identity, trademarks, collateral templates
 - Drove sales process improvement: CRM administration, staff training, proposal generation
- Marketing Manager** Wheel Fun Rentals Ventura, CA Jul. 2016 – Jun. 2018
 - Led world-class 4-person team specializing in PR, social media, graphic design, SEO, print media
 - Planned and executed marketing campaigns for 100+ local businesses
 - Increased website pages/session by 37% and dropped bounce rates 70%
- 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 increased online brand engagement 200%
 - 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 Coordinator** Crossroads Church Camarillo, CA May 2012 - Sept. 2013
- 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



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?

orangebackpack@gmail.com or (805) 312-5714