

Hannah Noelle Gerry

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✓ Project/Account Management	✓ Social Media, DR, Sponsorships	✓ Activation & Engagement
✓ Content Strategy & Editorial Direction	✓ Marketing & Content Copy	✓ CMS Tools & Platforms
✓ Digital Media Analytics	✓ Creative Ideation & Production	✓ Hunger and Passion for Media

Professional Experience

WHOSAY, New York, NY

Account Manager

February 2016- Current

Account Manager #1, Employee #25

- Managed client-facing communication and project execution for 73 campaigns to-date
 - Executed 11 campaigns generating revenue of \$2.5MM YTD in 2017 & 62 campaigns and generating revenue of \$17.9MM in 2016
- Collaborated with Fortune 500 Advertisers and Blue Chip Brands (Viacom, Coca-Cola, P&G, Pepsi Co., Comcast, etc.) to understand their goals and objectives and execute campaigns accordingly
- Created and optimized the entire Account Management process from content ideation to campaign wrap
- Educated partners on WHOSAY products, best practices, processes for the entire sales cycle process, onboarding 2 more Account Managers in the past 13 months
- Executed, optimized and analyzed WHOSAY advertising programs in a timely and productive manner
- Managed campaign contracting and execution with internal business units; Talent, Brand Strategy & Creative, Legal & Media Ops
- Strengthened and grew client relationships and provided upsell opportunities for appropriate programs
- Analyzed campaign performance, delivery, strategy and implementation and recommended optimized media solutions

Verge Campus Media, Boston, MA

Director, Community Relations and Strategic Planning

January 2015- February 2016

- Coordinated, grew and managed communication with on-campus chapter program to 30 campuses and 20 fully operating chapters and 250 members
- Spearheaded all communication and coordinated with key brand partners on activations both digitally and experientially end-to-end from pre-sale, execution to campaign recaps
- Developed operations and growth plan to facilitate content and grow digital and on-campus presence of Verge Campus Media
- Increased site traffic on VergeCampus.com and GoodMusicAllDay.com
 - Planned, scheduled, curated and coordinated Artist-related releases and editorial content, social content for relaunch of GoodMusicAllDay.com re-brand
 - Assisted writers in fine-tuning their content in line with GoodMusicAllDay brand tone and voice
- Drove increase in social media following across owned media platforms by leveraging strategic brand partners' sponsored content, social media campaigns and UGC contests
- Managed live social media coverage and digital content from GoodMusicAllDay during the Game Day Tour and Verge Campus Tour

DAYBREAKER, Boston, MA

Boston Co-Producer

August 2015- Current

- Launched, produced and managed Boston division launch of DAYBREAKER early-morning dance party in Boston, driving revenue increases for the National brand
- Curated and secured all venues and Talent for each event + provided production coordination planning and execution
- Facilitated guerilla marketing campaigns and contests with community partners in Boston
- Secured 15 food and beverage sponsors

TJX Companies, Framingham, MA

Senior Allocation Analyst

August 2014- January 2015

- Executed Men's Outerwear Initiative for fall season resulting in \$760K pickup in Q4 to LY
- Planned and executed allocation strategies for over 2,000 stores
- Effectively and proactively managed ownership of goods by month and readjusted sales and inventory plans based on sales trend analysis
- Created and delivered competitive analysis reports to identify key opportunities and threats as well as assess competitors' merchandise mix to buyers/merchandise managers
- Developed training guides for Senior Analysts and facilitated bi-weekly meetings and Q & A panels with Associate Planners for career advancement opportunities

Education

Bentley University, Magna Cum Laude
BS, Marketing and Minor in Management

Interests: Music blogging, yoga, singing, cooking and graphic design, event production

Language Skills: Proficient in Spanish

Computer Skills: Excel, Word, PowerPoint, Photoshop, Drupal, COGNOS, Google Analytics, Wordpress, SquareSpace, HTML