

HANNAH JONES

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WORK EXPERIENCE

FREELANCE COPYWRITER

January 2015-Present

- E-commerce copywriting and product research for Amazon third party vendors
- Website copywriting. Creatively and concisely deliver client's message while maintaining brand integrity
- Running email marketing campaigns end-to-end
- Devise strategy to improve site conversions, refine brand story and tighten calls-to-action
- Deliver valuable guidance, advice and thought leadership to clients through keyword research, website analytics, and campaign analysis
- Graduate level academic editing services

GODADDY MSH INC. (PERIODIC REMOTE WORK)

April 2017-May 2019

Creative Specialist, Content

- Managed social media strategy for 200+ businesses
- Drove team productivity through design session leadership
- Maintained 95% customer retention rate by maximizing client revenue and campaign engagement
- Increased social media traffic an average of 50-300% within portfolio measured by in-house tracker tools
- Increased customer sales conversions an average of 3-5% within portfolio

XEROX

April 2014-January 2015

Account Executive

- Develop and sustain relationships with existing customer base, building rapport as a personable and trusted representative
- Recognized as high performer in consistently completing 100+ daily outbound calls producing 25% conversion rate
- Key member in strategizing improved email template, increasing department-wide email lead generation 18%
- Prepared customized client presentations and quotes

EDUCATION

MULTIMEDIA JOURNALISM

August 2009-August 2013

University of Texas at Austin

Bachelor of Journalism, News Reporter at Daily Texan, Intern at NPR

INTERNATIONAL RELATIONS & GLOBAL STUDIES, MINOR IN SPANISH

August 2009-August 2013

University of Texas at Austin

Bachelor of Arts

VOLUNTEER

- Mentor for Young Storytellers program (2017-2019)
- Helped fifth graders write their own screenplays

ACCOLADES

- "Best Web Design" in GoDaddy company-wide contest
- "Up and Coming Reporter" for UT student broadcast news segment

SKILLS

Working proficiency in Spanish



Familiarity with Klaviyo and Shopify



Software editing in Final Cut Pro X, Adobe Premiere Audio & Adobe Audition

