

# HANNAH VERRET



I'm a born and raised Memphian, and I love my city. I'm obsessed with my yorkie and fluffy, white cat. I run a book club with my closest friends and have more plants than I can remember. Grit-N-Grind!

## EXPERTISE

*I love a challenge. I enjoy learning new skills and getting creative in doing so. I'm doing my best work and having the most fun when I'm working on a new project with a deadline.*

## TECH SKILLS

Adobe InDesign	<div><div></div></div>
Premiere Pro	<div><div></div></div>
Adobe Photoshop	<div><div></div></div>
HTML/CSS	<div><div></div></div>
Wordpress	<div><div></div></div>
Microsoft Office	<div><div></div></div>
Adobe Illustrator	<div><div></div></div>
Google Analytics	<div><div></div></div>

## EDUCATION

BACHELOR'S DEGREE, Journalism -  
Public Relations  
University of Memphis  
Memphis, TN | 2015

## WORK EXPERIENCE

### HEAD OF CULTURE & CONTENT DEVELOPER *Crisp Results | April 2017 - July 2020*

As a content developer, I wrote articles and blog posts on a daily basis. Some of the topics I wrote about are Medicare, diabetes, walk-in tubs, medical alert systems, and other senior related topics. In addition to writing, I also worked on our WordPress accounts and made social media posts for various brands. During my time at Crisp, I also took over the company culture department. I planned outings, parties, fun holidays, and any other office activities. I managed the company blog and curated content that was both fun and educational.

### CONTENT STRATEGIST *Jim Keras Automotive | May 2015 - February 2017*

As the content strategist, I created and turned out content as demanded for three franchises under the Jim Keras brand - Jim Keras Subaru, Nissan, and Chevrolet. I curate copy, email blasts, graphic banners, facebook posts, and website pages. It was solely my responsibility to maintain all three websites and content (i.e. specials, banners, photos of cars, customer testimonials, etc.). I added and resolved any issues with these items or third parties retailers. In addition to the digital marketing and creative, I managed the receptionists and photographers for the dealerships, and I headlined creating Keras Car Central's website and developed a system for content and maintenance for Car Central's portion of the Keras franchise (as of 2017).

### LAYOUT EDITOR *The Daily Helmsman | October 2012 - May 2015*

As the Layout Editor at The Daily Helmsman, I worked on a daily deadline to create the paper. I built the layout and graphics for each issue while working with the other editors and photographers to fill in the content appropriately. While working on a strict deadline, I worked as a team with other editors to perfect the content and design of the daily paper.

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