

Hannah Grace Lang

Strategic Communications Coordinator

CONTACT

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EDUCATION

M.A., Strategic Communication
& Leadership, *Maryville University*

Graduate Certificate, Technical
Communications, *Missouri
University of Science and Technology*

B.A., Corporate
Communication, Public
Relations, *Lindenwood University*

B.A., Mass Communication &
Media Management,
Lindenwood University

SKILLS

- Adobe Creative Suite
- Media Management
- Social Media Marketing
- Website Design
- Public Speaking
- SEO/SEM
- Photography
- Video Production
- Video Editing

AWARDS

AVA Digital Awards 2017, Gold,
PARIC.com

Communicator Awards 2017,
Award of Excellence,
PARIC.com

EMPLOYMENT HISTORY

Strategic Communications Coordinator, *HDR*

April 2019 - Present

Responsible for creating and implementing communications plans and logistics to promote clients' projects and initiatives. Skilled in stakeholder engagement, crisis management, public relations, event planning, and communicating in traditional and online media platforms.

- Lead the development and implementation of communications plans and strategy, including target audience identification, media relations and tracking, collateral material development, comment response programs, event planning, overall activity schedule, project information lines, contact databases, and reporting.
- Coordination and leadership of production/planning teams, managing concept development, including writing and editing content, and assisting in graphic creation of outreach materials such as surveys, newsletters, websites, handouts, videos, advertisements, and news releases.
- Facilitate public meetings, hearings, open houses, focus groups, workshops, advisory committees, and other stakeholder meetings.

Marketing Coordinator, *HDR*

Aug. 2017 - April 2019

Responsible for developing strategies and plans that help support our sales team efforts.

- CRM database management and sales support.
- Managed the planning, development, and RFP compliance for client-build proposal books and presentations in multiple markets sectors, mainly Transportation and Resources.
- Managed internal events and marketing materials.

Marketing Communications Coordinator, *PARIC Corp.*

April 2016 - Aug. 2017

Responsible for internal and external communications and public relations.

- Wrote news releases, blog posts, award submissions, new articles, and website news updates.
- Coordinated the development of PARIC's current website and managed all photo and video content.
- Managed social networking sites.
- Created and maintained monthly newsletter for internal release.
- Maintained CRM database management and sales support.
- Facilitated website development.
- Created and maintained website content – utilizing SEO, SEM, Google Analytics.
- Created all video and event photos while managing external project photos.
- Developed and built proposal books, bid packages, and presentations used to support the sales team.

Marketing and Communications Specialist, *MARIS*

Nov. 2014 - April 2016

Responsible for implementing the launch and training of third party products to our consumers, as well as developing and maintaining a social media and marketing strategy.

- Updated social networking sites: Facebook, Twitter, Google+, LinkedIn, Pinterest.
- Developed internal and external news releases, bi-monthly newsletters, executive summaries
- Designed advertisements, flyers, logos.
- Facilitated and managed training courses for agents and contractors, including live trainings and webinars.
- Organized event planning and promotion efforts.