

# HANNAH DILLARD

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## PERSONAL PROFILE

University of Georgia

Major: Advertising

Certificate: New Media

Honors: Dean's List

May 2021

Minor: Spanish

Cumulative GPA: 3.65

Awards: HOPE Scholarship

## TECHNICAL SKILLS

- **Software:** Microsoft Office, G-Suite, Adobe InDesign, Photoshop, and Illustrator
- **Analytics:** Google Analytics, Google AdWords, Google Ads Search and Facebook Blueprint
- **Social Media:** Facebook, Instagram, Twitter, YouTube, and Pinterest
- **Language:** Spanish reading, writing, and speaking
- **Web Development Tools:** HTML, CSS, Bootstrap, JavaScript, and Wordpress

## CAMPUS INVOLVEMENT

- American Advertising Federation
- AdClub
- Alpha Delta Pi Sorority
- UGA Mentor Program

## SKILLS AND ABILITIES

- Great communication and interpersonal skills
- Excellent organizational and multi-tasking skills
- Great time management skills

## MULTIMEDIA EXPERIENCE

### Social Media Intern

Red Bird Farm Pottery | 2018 - Present

- Assists with the management of the social media and advertising aspects
- Provides content and photography for Instagram and Facebook
- Created and curates the business's website, redbirdfarmpottery.com

### Social Media and Marketing Intern

Heirloomed | 2020 - Present

- Plans and executes social media strategy on the brands' accounts
- Assists with web development and design of the company's website
- Writes copy for blog posts, Facebook, and Instagram accounts

## WORK EXPERIENCE

### Sales Associate

Athens Interiors Market | 2018 - 2019

- Exhibited excellent attention to detail by completing weekly tasks such as the pricing and placing of furniture, decor, and gifts
- Assembled floor displays in a visually pleasing and fashionable way
- Engaged with customers with friendly service and helpful attitude

### Runner

Cowsert Heath LLP Law Firm | 2017

- Handled the everyday work of the attorneys such as copying, filing, and organizing legal documents
- Dealt with business at the post office, courthouse, and bank on a regular basis

## LEADERSHIP EXPERIENCE

### Recording Secretary

Alpha Delta Pi Sorority | 2018

- Served in an executive branch position that demanded organization, proficiency with Microsoft Office, attention to detail, and dedication
- Systematized attendance at weekly chapter and logged details of the chapter to be sent to Nationals
- Facilitated the chapter meetings by overseeing all that was presented during chapter

### LIT Director

Athens YMCA Camps | 2015 - 2018

- Led the Leader-In-Training Program for two months at a summer camp
- Required focus, discipline, organization, as well as budgeting, management, transportation, outdoor, and above all—leadership skills
- Ensured the safety, growth, and education of girls from ages 6 to 14

### Recruitment Counselor

UGA Panhellenic Recruitment | 2019

- Counseled a group of 15 incoming freshman during by offering insight and assistance on important decisions, while remaining an unbiased Greek member
- Chosen from over 300 applicants to help manage the two weeklong process of recruitment, meaning having personal relationships with all members of the group