

Hannah Hudgins

Marketing Specialist

Creative Marketing Specialist committed to consistently exceeding yearly revenue objectives. Goal-oriented individual with strong leadership capabilities. Talented at creating visual content, managing marketing campaigns and analyzing logistics. Proven record of success in conceptualizing and integrating campaigns to reinforce and build brand images.

Work History

2021-04 -
Current

Marketing Specialist

Lamar University Dept Of Marking Communications,
Beaumont, TX

- Worked closely with product development teams to create and maintain marketing materials for Lamar University.
- Produced original video content by working collaboratively with producers, designers and art specialists to facilitate multimedia production.
- Photographed high-quality images for various print and digital projects.
- Produced accurate office files, updated spreadsheets and crafted presentations to support executives and boost team productivity.
- Responded to emails and other correspondence to facilitate communication and enhance business processes.
- Creates and Animates Gif's and Stickers to be used on social media platforms.
- Maximized performance by monitoring daily activities and mentoring student workers on marketing team.

2016-08 -
Current

Freelance Photographer

Self-employed, Texas

- Selected and set up appropriate props, backdrops and lighting.
- Photographed high-quality images for various print and digital projects.
- Digitally edited photos to enhance appearance.
- Archived photographs on computers and servers.
- Planned and prepared for all on-location and studio shoots.
- Edited, toned, captioned and uploaded photographs for publication.
- Consulted with clients to discuss commission ideas and

Contact

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WWW


<https://photosbyhannahmae.s mugmug.com>


Skills

Digital Marketing Background  Good

Scheduling  Excellent

Creative visionary  Excellent

Digital Photography  Excellent

Adobe Creative Suite  Very Good

Digital media  Very Good

Team Player  Excellent

style preferences to create mutually agreeable project parameters.

- Scheduled and booked locations for photo shoots, working collaboratively with clients and contacts.

2021-06 -
2021-10

Digital Marketing Associate (Part Time)

Beaumont Convention And Visitors Bureau, Beaumont, TX

- Create videos for conferences, meetings, and social Media
- Oversaw numerous social media campaigns, including creating and deploying content, engaging with target audiences and boosting reach with strategic ad placements.
- Created wide range of digital assets such as rich media online ads, videos and print pieces.
- Managed digital projects end-to-end, from initial conceptualizing through final implementation and live monitoring.

2020-10 -
2021-04

Videographer

Lamar University Dept. Of Marketing Communications, Beaumont, TX

- Set up for shots according to production schedules, weather and lighting conditions and available equipment.
- Created plans and communicated deadlines to ensure projects were completed on time.
- Produced original video content by working collaboratively with producers, designers and art specialists to facilitate multimedia production.

2018-06 -
2020-10

Video Production Intern

Lamar University Dept. Of Marketing Communications, Beaumont, TX

- Assessed captured video to guarantee digital integrity.
- Acquired footage and video from outside sources for editing and incorporation for broadcasts.
- Managed video shoots, set teams and performers while creating work schedules and operating production equipment.
- Set up and managed sound equipment by utilizing microphones and recorders while maintaining sound quality reports.
- Oversaw day-to-day operations for production company specializing in creating videos for webcasting, commercials and special events.

Education

2016-08 -
2020-05

Bachelor of Science: Communications

Lamar University - Beaumont, TX