

Hannah Porter

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AUSTIN, TX

Education

UNIVERSITY OF TEXAS AT AUSTIN

2018 - 2021

B.S. in Communication & Leadership. Coursework included Creativity and American Culture, Digital Communications, Integrated Communications for Nonprofit Organizations, Communicating for Development and Philanthropy. Created an integrated marketing campaign proposal for Austin Pets Alive!. Ran a successful fundraising campaign for the Atanansi School of Uganda.

Work Experience

FREELANCE: WEBSITE DESIGN, SOCIAL MEDIA MANAGEMENT

Apr 2023 - PRESENT

Managed Instagram accounts with 50k+ followers, created Tik Tok presence, designed and updated websites, designed unique digital content.

MERIT COFFEE: CAFE MANAGER

Oct 2021 - Apr 2023

Hired, trained, and managed a team of 10-12 baristas at a time. Responsible for defining and maintaining culture, work ethic, and positivity within the team.

Forecasted sales trends and interpreted customer demands to build effective systems for maintaining inventory and increasing sales.

Set new precedents for the "Cafe Manager" role across the market by bringing company practices directly to staff and representing Merit at the company's first coffee festival in 2022.

MERIT COFFEE: BARISTA

May 2021 - Oct 2021

Served customers and engaged with company values in a way that demonstrated merit for promotion after just months in the role.

WATER TO THRIVE: COMMUNICATIONS INTERN

Aug 2020 - Dec 2020

Created social media content and strategically scheduled posts using Hootsuite.

Worked directly with the Events, Outreach, and Communications Coordinator to analyze and improve newsletter engagement and follower retention.

Compiled information for strategic partnerships in accordance with the organization's marketing plan.

Relevant Skills

ADOBE CREATIVE SUITE

Illustrator, Photoshop, Lightroom

OTHER CREATIVE APPLICATIONS

Procreate, Canva, etc.

SOFT SKILLS

Attention to detail, ability to prioritize tasks, time management, multitasking.

Adaptable, flexible, highly motivated.

Strong communicator, works well with others