Hanna Day

Social Media Portfolio

Summary of Skills

With a background and experienced knowledge of gardening in the Western United States, I have combined that knowledge with social media to build the online presence of businesses in the green industry expanding to the digital sector.

- Gardening experience
- Experienced knowledge of Beneficial Insects
- General knowledge of pesticides and integrated pest management

Services
- Social media management (Instagram, Facebook, Youtube)
- Editorial Calendar Creation and Management
- Database Management (Certified in Blackbaud Raiser's Edge Fundamentals, Email List Cleanup)

Social Media Content Examples

- Organic content focused on educating potential customers about beneficial insects and chemical-free gardening products
- Crafting posts in collaboration with micro-influencers to boost pollinator awareness
- Utilizing Facebook, Instagram, Youtube and LinkedIn to increase product awareness

Email Marketing

- Produce monthly email newsletters for B2B and B2C customers
- Primarily in charge of:
  - Maintaining the email address database
  - Synching new B2C contacts from website pop-up to appropriate lists
  - Email list segmentation
  - A/B Content Testing
  - Generating UTM codes for Google Analytics reporting
- Collaborate with Director of Marketing and Graphic Designer to organize copy and graphics for the monthly emails

Writing Experience

- Non-Fiction:
  - Press Releases
  - Story-driven articles
  - Blogging
    - Guest Blogger for writer's websites
    - Book Reviews
    - Non-Profit Experience
- Fiction
  - Short Story Anthologies

edible
OJAI & VENTURA COUNTY

EAT   DRINK   SHOP   THINGS TO DO   RECIPES   FOOD FOR THOU
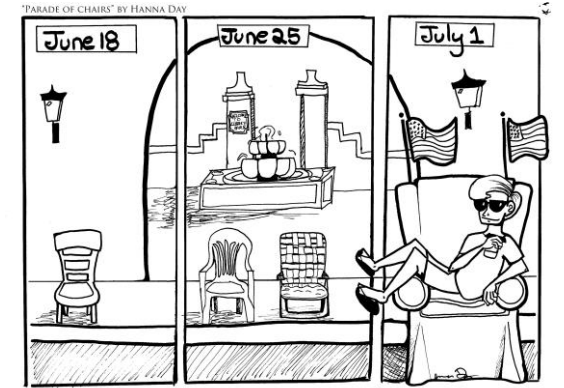
A GENEROUS HELPING

Planting Seeds: Teens Cook from the Garden

BY HANNA DAY / PHOTOGRAPHY BY RON WALLACE & SARENE WALLACE | DECEMBER 15, 2014

Graphic Design and Illustrations

- Primarily work with Graphic Designers to create content for clients

- Editorial Cartoonist experience with Ojai Valley News

- General social media graphics to establish a Call-To-Action

Links to Personal Social Media

- instagram.com/hannacday
- facebook.com/hannacday (Author Account)
- linkedin.com/in/hannaday