



# HANNAH SMITH

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## Experience

### ● 2020-Present | Communications Manager | RiverWild

- Manage PR and strategic communications efforts for RiverWild and its family of seven brands. Includes media relations, executive communication, crisis communication, relationship management and messaging for internal and external audiences.
- Develop communication and marketing plans for new brands, product launches, events and multi-channel campaigns.
- Manage coordination level staff and department operations. Train and coach leadership and marketing teams on best practices.
- Support creative team, overseeing brand development, video production, photo shoots and website creation.
- Helped launch an agriculture venture that was featured in five publications and reached \$500k in sales in the first year.
- Support growth strategy for non-profit that has increased fundraising by 200% and donor engagement by 100% YoY.

### ● 2018-2020 | Communications Director | YMCA

- Developed and implemented comprehensive marketing plans.
- Developed quarterly reports to promote growth and connect KPI's to marketing and communications efforts.
- Promoted the Y Brand. Coached and trained staff on expressing the Y brand and voice in their own communications.
- Managed projects for six branches with over 60 director-level employees who served over 30k members and participants.
- Implemented new departmental project management system.

### ● 2017-2018 | Marketing & Research Coordinator | Colliers

- Drove content strategy and met or beat deadlines on all projects.
- Developed integrated campaigns, collaborating across multiple teams, product lines and platforms.
- Managed research efforts, including reports, analysis, sales tools and value-add materials. Collaborated between sales, marketing and executive teams. Managed entry-level staff.

### ● 2016-2018 | Contractor | Way of Life Executive Coaching

- Advanced business growth strategy and executive content development.
- Increased social media following by 150% and email open rate by 7% in 6 months.

### ● 2014-2017 | Creative Coordinator | Crossroads Fellowship

- Developed the brand by establishing brand guidelines, training public speaking team and implementing best practices.
- Grew followers by 1.3k on Facebook and over 700 on Instagram. Lead staff-wide social media initiative.
- Planned and executed over 50 large events per year. Grew volunteer teams by 50% and managed key relationships.

## Education

Hillsong College, Sydney, AUS  
Graduated top of my class in 2012 with a degree in Organizational Leadership. Served as a Head Student.

## Volunteer Work

C3 Church Executive Communication  
*Volunteer 2021-Present*

Leadership Johnston  
*Participant 2022*

Clayton Chamber of Commerce  
*Board of Directors 2020-2022*

Propel Women's Leadership  
*Chapter Leader 2016-2019*

## Skills

Communication  
Project Management  
PR  
Public Speaking  
Relationship Management  
Strategy

## Tools

Adobe Softwares  
Asana  
Constant Contact  
G Suite  
Microsoft Suite  
Shopify  
Smartsheet