

Hannah Johnson

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EDUCATION

Johns Hopkins Carey Business School

Master of Science in Marketing

BALTIMORE, MD

Expected Aug 2025

- Relevant Coursework: Business Communication, Marketing Management, New Product Development

Stevenson University

Bachelors of Science in Business Communication

OWINGS MILLS, MD

May 2024

GPA: 3.9 / 4.0

Minors in Fashion Merchandising and Management/Organizational Leadership

- Honor Societies- Lamda Pi Eta (2023), Alpha Chi (2023), Chi Alpha Sigma (2024)
- Student Coordinator/Assistant at The Academic Link Learning Center (2022-2024)
- Women's Golf Team (2023-2024)
- Marketing Team Member for Fashion Show (2023)
- Secretary/Social Media Manager for The Communication Hub (2023-2024)
- Public Relations Chair for Phi Sigma Sigma Sorority (2021-2022)

PROFESSIONAL EXPERIENCE

Sassanova

Marketing and Creative Assistant

BALTIMORE, MD

May 2024 - Aug 2024

- Established 3 product knowledge guides for company employees
- Led store employees in marking down over 100+ items for Summer sales
- Created compelling visual imagery to entice 100's of customers into the store weekly

Wells Lamont (a Berkshire Hathaway Company)

Marketing Communications Intern

SKOKIE, IL

Jun 2023 - Aug 2023

- Conceptualized on the creation of the Fall/Winter 23 Catalog (data input using excel)
- Created a social media strategy to implement cohesive branding across four digital media platforms (Instagram, Pinterest, LinkedIn, Facebook)
- Compiled a PR media list of 15+ to gain publicity and generate new clientele

South Moon Under

Marketing Intern

ANNAPOLIS, MD

Sep 2022 - Dec 2022

- Added 100+ products to the e-commerce website and merchandised website based on key marketing initiatives
- Facilitated with day-to-day marketing tasks to support overall business of 100,000+ customers
- Compiled competitive patterning and inspiration to drive in season strategy across channels to achieve \$100M+ in yearly revenue

Baltimore Style Magazine

Intern

BALTIMORE, MD

Sep 2019 - Sep 2019

- Collaborated with a team of 8 in order to produce aesthetic looking photos for the Fall 2019 issue
- Styled model for a 3 outfit photoshoot from head to toe
- Aided photographer with lighting purposes behind the scenes

ADDITIONAL SKILLS

Technical: Canva, Adobe Suite (InDesign, Illustrator, Photoshop), Microsoft Suite

Soft Skills: Time Management, Creativity, Teamwork, Leadership