

Amanda Hanna

6+ years of writing, editing, content strategy, and editorial experience in publishing and consumer & business marketing and communications. Passionate about technology, building and developing brands, and print & digital storytelling.

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Joy | Content Specialist and Customer Experience (CX) Rep

1 year @ global wedding app & website startup, Jun 2019-Present | Livermore, CA
(5 months as freelance Content Writer, Dec 2018-May 2019)

- Promoted to manage editorial calendar, oversee SEO, & provide technical support to users, initiating and spearheading 2 major projects — editorial style guide & assignment template — to set expectations that improved writing processes and web content.
- Crafted helpful, high-quality blog content to increase global brand awareness and drive user acquisition, preserving brand voice and tone and resulting in 60 product signups from 1 article in 3 months, the most of any writer, while managing competing demands.

Crain Communications | Administrative and Project Assistant

4.5+ years @ news publisher, Sep 2014-May 2019 | Chicago, IL

- Improved brand visibility by authoring targeted marketing copy to attract business-to-business advertisers for print & digital publication using documented copy and style standards, partnering with promotions team to develop 16 newsletters in 4 months.
- Supported *Crain's Chicago Business*' editorial growth by volunteering to write and edit 4 articles in 1-month period, completing stories before tight or shifting deadlines and saving brand \$4K while managing multiple, complex projects across various teams.

Slag Glass City | Assistant Editor

2 years @ magazine startup, Sep 2015-Jun 2017 | Chicago, IL

- Lead end-to-end production and publication of annual book project under minimal supervision and through familiarization with design tools new to the company, managing design & development and resulting in 10% increase in brand exposure.
- Increased digital engagement by 20% by managing global aspects of website content, writing, editing, and optimizing reader-facing webpages for relevancy, accuracy, clarity, and consistency, and collaborating with 4-member creative team on editorial strategy.

DePaul University Center for Writing-based Learning | Writing Tutor

2 years @ writing center org, Sep 2015-Jun 2017 | Chicago, IL

- Maximized writing center performance over 2 years by providing meaningful and catered instruction, developmental editing and copyediting services, and other hands-on guidance on students' academic manuscripts, projects, and professional documents.
- Educated and influenced 200+ multicultural/multigenerational students — digitally and face-to-face — on content strategy across disciplines, effective writing processes, and how to manage stakeholder frameworks with audience expectations to develop effective messaging.

LitCity312 | Staff Writer and Editor

2 years @ digital literary startup, Sep 2013-Jun 2015 | Chicago, IL

- Expanded website breadth and enforced brand voice and tone standards by managing workflows for 5-member team, applying editorial consistency, rigorous quality control measures, and leadership skills to deepen audience engagement.
- Developed clear and engaging web content by writing 12 original reviews of independent bookstores and events, compared to 4-post average, establishing brand foundation by continuously making recommendations for improvements over 2 years.

Freelance

HomeLight | Contributing Writer

2.5 years @ real estate startup, Jan 2018-Present | Livermore, CA

- Authored high-quality blog posts of 1,500+ words on financial & technical topics using SEO best practices, reader-friendly language, and diligent research, partnering with internal & external groups throughout the lifecycle of an article to drive multi-regional brand awareness.

Volunteer

Wolf-PAC | Senior Content Producer/ Researcher, Communications Dept

11 months @ non-partisan political org, July 2019-Present | Livermore, CA

- Elevated Wolf-PAC's growth and national visibility by authoring recruitment newsletter and developing partnerships with creative resources (editors; design team), resulting in 100+ new volunteers in just 1 week.

Education

Master, Writing & Publishing, 2017

With Distinction

DePaul University | Chicago, IL

Bachelor, English, 2014

Creative Writing concentration

DePaul University | Chicago, IL

Expertise

- **Software** Adobe (InDesign, Photoshop), Airtable, Clearscope, Disqus, Dropbox, Google (Docs, Drive, Sheets, Slides), Intercom, Jira, Mandrill, Microsoft (Excel, OneDrive, Outlook, PowerPoint, Word), Slack
- **Content Management Systems** Microsoft SharePoint, WordPress
- **Style Guides** Associated Press Stylebook, Chicago Manual of Style
- **Other** Brand Experiences, Creative Leadership, Customer Service, Cross-functional Project Management, CSS, Desktop Publishing, Digital Strategy, Graphic Design, SEO, Storytelling

Achievements

- **Fellowship** in the DePaul Master's program, one of 5 students awarded with 100%-funded tuition and annual stipend based on professional record and promise for the future (2015-17)
- **Certificate** from the DePaul English Department recognizing outstanding achievement and service (2017)
- **Selected** as the first contributor at 2 DePaul organizations—*Slag Glass City* & *LitCity312*—based on demonstrated initiative and performance (2013-15)