

# WILLA PEARL HAHN

## EDUCATION

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### **Political Communication, M.A.**

SUNY Albany

*Expected Graduation 2022*

### **Integrated Marketing Communications, B.S.**

Ithaca College

*Class of 2017*

## CERTIFICATIONS

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Lynda SEO Fundamentals

Lynda Mobile Marketing

Lynda Excel Basics

Hootsuite Platform

## SOFTWARE

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Adobe Photoshop

Adobe InDesign

Microsoft Office

## FUN FACTS

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Pageant queen

Champion hog caller

Opera singer

## CONTACT

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☎ (540) 686-6587

## EXPERIENCE

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### **SourceCode Communications**

Senior Account Executive // 2020-Present

- Manage \$80k/month client portfolio of enterprise clients across security, fintech, cloud and business services
- Develop and implement strategic communication plans including messaging, media relations, and thought leadership platforms
- Draft releases and public-facing messaging for clients
- Draft and place highly technical bylines for tech, security, finance and retail trade publications
- Lead new business pitches and presentations, bringing in over \$100k in new business and organic growth to date

Account Executive // 2019-2020

- Drafted content including press releases, bylines and blogs
- Assisted with development of strategic communication plans
- Managed speaking and award programs for client executives
- Assisted with new business pitches

### **Nectar Communications**

Account Coordinator // 2018-2019

- Worked with cloud and fintech clients to assist in development of strategic communication plans
- Implemented and tracked media outreach campaigns
- Analyzed media coverage and prepared client media reports
- Drafted social media copy and scheduled posts

### **Robert Jackson for NY State Senate**

Finance Director // 2018

- Led phone outreach efforts to build and strengthen relationships with potential contributors
- Organized with members of the community and local political clubs to plan fundraisers and meet-and-greets
- Researched and developed talking points for platform issues

### **BerlinRosen**

National Public Affairs Intern // 2017

- Worked with labor and economic justice clients to implement media relations and social media campaigns
- Drafted media pitches and implemented outreach campaigns
- Monitored news and compiled daily clips reports
- Drafted social media copy and scheduled posts

### **Revolution Messaging**

Digital Strategies Intern // 2016

- Implemented mobile, calling and social media campaigns for economic and social justice clients such as Bernie Sanders
- Designed social media graphics for Flint, MI fundraiser that raised over \$150,000 in under 48 hours