

# HANNAH SHANAE DUKE

## EDUCATION

### LIBERTY UNIVERSITY

August 2012 - May 2016

Degree: Strategic  
Communications & Social  
Media Management

### PRSSA

Social Media Director

May 2014 - Present

### AAF

Member

January 2015 - Present

## CONTACT



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209 Old Graves Mill Road  
Lynchburg, VA 24502

## SKILLS

Adobe Suites ● ● ● ● ● ● ● ●

Social Analytics ● ● ● ● ● ● ● ●

WordPress ● ● ● ● ● ● ● ●

SEO ● ● ● ● ● ● ● ●

Strategy Planning ● ● ● ● ● ● ● ●

**SOCIAL: @HANNAHSHANAE**

## AWARDS

Outstanding Student Overall  
In Strategic Communication,  
Liberty University

2014-2015

## WORK EXPERIENCE

### Social Media Coordinator – The Dr. Linda Show

September 2015 - Present

- Create digital content to post across all social platforms
- Manage tone and voice across all social platforms
- Maintain a creative social media presence online for The Dr. Linda Show

### Social Media Director – Liberty PRSSA

May 2014 - Present

- Manage all social media accounts
- Come up with creative strategies to engage the target audience
- Create strategic content to post on social media outlets
- Track weekly engagement analytics
- Increased following on social media for @libertyprssa
  - Facebook by 137%, Twitter by 118%, Instagram by 100%, Snapchat by 100%

### Social Media and PR Intern – Duke Home Inc.

May 2015 – August 2015

- Created content for Facebook, Instagram, Houzz, and Twitter
- Maintained a consistent tone for the all the social media platforms
- Tracked daily impressions and social media analytics.
- Edited clients videos in Adobe Premiere
- Edited photos daily in Adobe Lightroom

### Author – [www.hannahshanae.com](http://www.hannahshanae.com)

August 2014- Present

- Curate creative content posted weekly using WordPress
- Developed strong written communication skills
- Track impressions and engagement on a weekly basis through Google Analytics and rewardSTYLE analytics
- Research trending fashion topics daily

## PROMOTIONAL EXPERIENCE

Collaborated with numerous fashion companies through my blog and social media handles including, but not limited to :

- The Southern Shirt Company
- Lauren James
- Marley Lilly
- The SHINYMIX
- Quilted Koala
- Grateful Bags
- ShopBellaC
- FabFitFun
- Accessory Jane
- Raelynn's Boutique
- Jadelynn Brooke
- Shabby Apple