



# Andreanna Hardy

VISION | STRATEGY | CONTENT DEVELOPMENT |  
EXECUTION | ANALYTICS

## EXPERIENCE

### STRIKE MAGAZINE

Social Media Coordinator | Fall 2020- Spring 2021

- Overhauled Instagram content strategy to prioritize highlight team-produced content, developed and executed various Instagram campaigns including a Giveaway collaboration with A24 Films and Ari Aster's film Midsommar, bi-weekly Spotify playlists, IGTV series, interactive Instagram Stories, and Halloween and Go Vote campaigns.
- Developed and executed two promotional "launch week" campaigns in preparation for magazine issue release, including giveaways and magazine teasers.
- Collaborate with graphic design team to create infographics for Instagram posts, Instagram stories, and Spotify playlist covers.
- Assign Brand Ambassadors content to promote Instagram and blog articles.
- Achieved a 26% organic follower growth and 10.46% engagement rate.

### STRIKE MAGAZINE

Women's Content Director + Photographer | Fall 2018 - Spring 2020

- Developed and executed 4-6 creative photoshoots per semester for print magazine.
- Managed and collaborated with other directors and assistants to develop theme, styling, beauty, location, and logistics, and directed models and photographers at each shoot.
- Photographed several shoots, including studio portrait photography and outdoor sets. Professional retouch using Adobe Photoshop and Lightroom.

### NAOMI WHITTEL BRANDS

Digital Marketing Coordinator | Fall 2020- Spring 2021

- Digital Marketing Intern
- Managed 3 Instagrams for parent company.
- Conducted competitor analyses and revamped Instagram strategy to prioritize brand awareness and discovery with on-brand, algorithm conscious content.
- Developed Instagram content calendars and executed various content campaigns, including giveaways and interactive Instagram Stories to drive profile engagement (increased over 200% in 5 months) and website sessions (increased over 600% in 5 months).
- Revamped Instagram advertising strategy to more efficiently reach target audience using Facebook Ad Campaign Manager within same monthly budget (increased ad efficiency by 8000% in 3 months).
- Used Google Analytics and social media management software, Iconosquare, to set goals and track KPIs, including website sessions and conversions from Instagram.
- Photoshoot development, product photography, professional retouching using Adobe Photoshop and Lightroom, and infographic creation using Adobe Photoshop and Spark.
- Consulted other digital marketing teams and brand team to keep consistency in brand image and message across all platforms.

## CONTACT ME

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## SKILLS SUMMARY

SEO, PPC, CRO, ANALYSIS &  
OPTIMIZATION

CAMPAIGN DEVELOPMENT

FACEBOOK AND INSTAGRAM  
ADS

SOCIAL MEDIA MANAGEMENT

FASHION AND PRODUCT  
PHOTOGRAPHY

ADOBE PHOTOSHOP AND  
LIGHTROOM

COPY WRITING + ADVANCED  
SPANISH

## EDUCATION

UNIVERSITY OF FLORIDA,  
GENERAL BUSINESS.  
CLASS OF 2021.

CLEVELAND INSTITUTE OF ART,  
PHOTOGRAPHY. SUMMER 2016.

HATHAWAY BROWN SCHOOL.  
CLASS OF 2017.

## CERTIFICATIONS

GOOGLE DIGITAL ANALYTICS  
CERTIFICATION.

NIELSON AUDIENCE ANALYTICS  
CERTIFICATION.

HOOTSUITE SOCIAL MEDIA  
CERTIFICATION.

MICROSOFT EXCEL.

## EXPERIENCE

### **SALESSTREAMLINER -- B2B SAAS**

Digital Marketing Intern | Summer 2018 - Summer 2021

- Participated in 2018 Flash Starts Cleveland Accelerator Program.
- Digital marketing strategy development, including SEO, PPC and competitor research and analysis using Google Analytics and SEMRush.
- Developed branded graphics and blog posts for company blog and LinkedIn

### **FREELANCE DIGITAL MARKETING**

Spring 2019

- **Unlitter**: sustainability nonprofit, used Instagram to promote events and raise funds
- **Bricks Bar**: campus bar, used social media including Instagram and Snapchat to increase traffic
- Social media strategy development, including branded profile setup and management, monthly content templates, Instagram giveaways, custom Snapchat filters, and social media analytics.
- Digital marketing asset development, product and event photography, event promotion, social media content creation and curation, and executive headshots.
- Foundational brand development (ie: logos, font selection, color pallets), competitor analyses, Google Business setup, and trademarking

### **THE GAINESVILLE SUN**

Photojournalist intern | Fall 2017 - Spring 2019

- Photograph several local events per week and catalogue them using Photo Mechanic journalism software.