

HANNAH JEROR

Web & Digital Multimedia Specialist

Creative digital designer and graphic artist with experience in web development, UX design, photography, videography, animating, and high-level editing. Offering 8 years experience of detail-oriented, hands-on marketing, and a passion for technology.

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hannahjeror.com

EDUCATION

B.S. in Communication /Social Documentation

Clarkson University, 2017

SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe Premiere Pro

Adobe After Effects

Adobe InDesign

HTML/CSS/PHP

UI/UX Design

Microsoft Office

WordPress

SquareSpace

Shopify

Webflow CMS

Google Analytics

TRAINING

Improving Your Project Management Skills: The Basics for Success

American Management
Association, January 2025

EXPERIENCE

October 2023 — January 2025

Digital Web Content Manager

Gabriel Brothers Inc. / Gabe's Stores

- Planned, created, designed, and implemented a new responsive and robust company website on WordPress utilizing Bricks Builder plugin
- Created new pages and managed daily, regular updates on both the Gabe's Stores website and Old Time Pottery website
- Collaborated with Marketing and Loyalty team members to launch marketing initiatives to drive store traffic and increase customer engagement
- Maintained store hours across all platforms, responded to store reviews, and kept store location information up-to-date via SOCi Multi-Location Marketing program
- Assisted in store conversions by keeping online information updated
- Work with creative team to implement app pushes to keep customers engaged and abreast of relevant store promotions

May 2017 — October 2023

Creative Multimedia Specialist

DeFelsko Corporation

- Planned, designed, programmed, and maintained fully responsive pages on the complex company website while staying on brand for a well-established, globally competitive manufacturer of inspection instruments
- Utilized Webflow's CMS to ensure ease of use when maintaining the site across product lines while using keywords to boost SEO rankings and fully optimize organic website performance on a global scale
- Produced technical and creative product videos from start to finish including: script writing, planning and shooting film, creating animations, recording voiceover of script, editing and producing final product
- Photographed, edited, and retouched product photos for top-quality, high resolution print-ready photos
- Created illustrations and line-drawings to explain concepts and features of the technical and scientific instruments, often leading to animations

April 2016 — May 2017

Web Assistant / Intern

Clarkson University

- Worked closely with marketing staff to prepare for redesign of the university website by analyzing website architecture, developing ways to organize content, and creating infographics and mock-ups for new pages