

# HANNAH OWUSU

## Digital Marketing Specialist

Creative marketing professional with nearly a decade of hands-on experience in digital design, web development, content creation and brand strategy. Skilled in leading multi-channel marketing campaigns and producing high-quality visuals across web, social, photo, and video.

(518) 354-9728

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Bridgeport, WV

h2odesignstudio.com

## EDUCATION

### B.S. in Communication /Social Documentation

Clarkson University, 2017

## SKILLS

**Full Adobe CC Suite**

**HTML/CSS/PHP**

**UI/UX Design**

**Microsoft Office**

**WordPress**

**SquareSpace**

**Shopify**

**Webflow CMS**

**Google Analytics**

**Meta Business Suite**

**Meta Ads Center**

**Monday CRM**

**Constant Contact**

## TRAINING

### Improving Your Project Management Skills: The Basics for Success

American Management Association, January 2025

## EXPERIENCE

*February 2025 – Current*

### Marketing Administrative Assistant

**Kaufman Realty & Auctions of WV**

- Manage advertising for 30+ simultaneous real estate/content auctions with up to \$5,000 individual budgets across print, digital, Facebook, and Google.
- Create compelling ads and videos for real estate listings to drive visibility.
- Drive major Facebook growth, adding 2.9k followers and boosting engagement (link clicks up 56.9%, interactions up 70.8%) through optimized daily content, and a targeted 10-day anniversary campaign.
- Design printed marketing flyers and send email/SMS via Constant Contact to promote auctions and listings.
- Support office operations including event/trade show prep.

*October 2023 – January 2025*

### Digital Web Content Manager

**Gabriel Brothers Inc. / Gabe's Stores**

- Built and launched new responsive WordPress site using Bricks Builder, improving structure, usability, and content organization.
- Created pages and maintained daily updates for both store websites.
- Collaborated with marketing and loyalty teams in creating campaigns to boost customer engagement and in-store traffic.
- Managed store hours, locations, and reviews through the SOCI platform.
- Helped create app push notifications and emails for promotions and events.

*May 2017 – October 2023*

### Creative Multimedia Specialist

**DeFelsko Corporation**

- Designed, developed, and maintained fully responsive website for a global manufacturer, managing the Webflow CMS to streamline updates, ensure brand consistency, and support global SEO performance.
- Produced technical and creative product videos end-to-end, including scripting, filming, animation, voiceover, and post-production.
- Photographed, edited, and retouched high-resolution product imagery for digital and large-format print use.
- Created illustrations and line-drawings to communicate technical concepts.

*April 2016 – May 2017*

### Web Assistant / Intern

**Clarkson University**

- Supported marketing staff with university website redesign by analyzing site architecture, organizing content, and creating graphics and page mock-ups.