

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

hannahowusu.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 15% more 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.