

Hannah Owusu

Marketing Operations | Web Management | Digital Marketing

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PROFESSIONAL SUMMARY

Marketing and digital operations professional with 10 years of experience in web production, UX, digital marketing, content strategy, and project coordination. Skilled at managing websites, digital initiatives, and cross-channel campaigns from concept to execution while collaborating with technical and business teams.

CORE SKILLS

Digital Marketing

SEO
Content Strategy
Email Marketing
Social Media

Web & UX

Website Management
UX/UI
CMS
HTML/CSS

Project Management

Trello
Workflow Optimization
Collaboration
Process Improvement

Analytics & Design

Google Analytics
Adobe Creative Suite
Microsoft Office
Canva

PROFESSIONAL EXPERIENCE

Kaufman Realty & Auctions | Bridgeport, WV

Office & Operations Coordinator | June 2026 – Present

- Manage the end-to-end setup and publication of online content and real estate auctions, including website updates and MLS listings while optimizing content for SEO within a Next.js website.
- Coordinate cross-functional auction operations by managing timelines, deliverables, and project workflows across marketing, real estate, and auction teams.
- Serve as the primary office liaison for website functionality by troubleshooting issues, gathering user feedback, and collaborating with cross-office stakeholders to improve website performance, usability, and user experience.
- Developed and implemented a Trello-based project management workflow that tracks every stage of the auction process from contract creation through marketing, sale completion, and post-auction closeout.
- Administer and maintain real estate listings by monitoring MLS activity, processing listing updates, and ensuring data accuracy across multiple platforms.
- Design and maintain advanced Excel tracking systems utilizing formulas and data organization techniques to analyze, prioritize, and streamline real estate listing management.

Marketing Administrative Assistant | February 2025 – June 2026

- Managed marketing strategy and advertising for 30+ concurrent real estate and auction campaigns, coordinating cross-channel promotions across digital, social media, email, print, and paid advertising
- Developed marketing assets including property listing campaigns, print collateral, digital advertisements, video content, and branded promotional materials to maximize visibility and engagement.
- Increased Facebook audience by 30% while driving a 56.9% increase in link clicks and a 70.8% increase in engagement through content strategy, campaign optimization, and targeted promotional initiatives.
- Planned and executed email and SMS marketing campaigns using Constant Contact to promote auctions, real estate listings, and company events.
- Coordinated event logistics, trade show preparation, and marketing materials to support community outreach and business development initiatives.

Gabriel Brother's Inc / Gabe's Stores | Morgantown, WV

Digital Web Content Manager | October 2023 – January 2025

- Built and launched a responsive WordPress company website using Bricks Builder, improving site architecture, usability, and content organization to enhance the customer experience.
- Managed website content across multiple retail locations, creating new pages and maintaining accurate website information to support marketing and business operations.
- Partnered with marketing and customer loyalty teams to execute digital campaigns, promotional emails, mobile push notifications, and website content supporting customer engagement and in-store events.
- Managed business listings, store hours, locations, and customer review management through the SOCi platform to ensure brand consistency and accurate customer information.

DeFelsko Corporation | Ogdensburg, NY

Creative Multimedia Specialist | May 2017 – October 2023

- Collaborated with a cross-functional marketing team to research, plan, and execute product launches and integrated marketing initiatives from concept through delivery.
- Designed, developed, and maintained responsive web pages for a global manufacturing website, ensuring brand consistency, usability, accessibility, and a seamless user experience.
- Managed the Webflow CMS across multiple product lines, optimizing content architecture, implementing SEO best practices, and improving organic search visibility for a global audience.
- Produced technical and marketing videos from concept through post-production while capturing and editing product photography for websites, catalogs, and marketing materials.
- Created technical illustrations, diagrams, animations, website content, and product documentation that translated complex engineering concepts into customer-friendly marketing materials.

Clarkson University | Potsdam, NY

Web Assistant / Intern | April 2016 – May 2017

- Collaborated with the marketing team on the redesign of the university website by evaluating site architecture, organizing content for improved usability, and creating wireframes, mockups, and infographics to support the new user experience.

EDUCATION

Clarkson University | Potsdam, NY | Graduated 2017

Bachelor of Science (B.S.), **Communication and Social Documentation**

PROFESSIONAL DEVELOPMENT

Digital Marketing Summit | National Auctioneer Assoc. | February 2026

Improving Your Project Management Skills | American Management Assoc. | January 2025

Intro to After Effects | Training Ottawa | June 2018

TECHNICAL SKILLS

Adobe: Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Audition, Lightroom, Express

Content Management Systems & Web: WordPress, Webflow, Shopify, Squarespace, HTML/CSS, PHP, JS

Analytics & Marketing: Google Analytics, Google Tag Manager, Google Search Console, Google Ads, Ahrefs, Meta Business Suite, SOCi, Constant Contact

Project & Collaboration: Trello, Monday CRM, Zapier, Slack, Conceptboard, Microsoft 365