

Hannah Owusu

Marketing Operations | Web Management | Digital Marketing

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PROFESSIONAL SUMMARY

Digital marketing and web operations professional with 10 years of experience in website management, SEO, UX, and cross-functional marketing. Experienced in managing web platforms, improving digital workflows, and leading projects from strategy through execution.

CAREER HIGHLIGHTS

- Built and launched a responsive company website for Gabe's Stores using WordPress and Bricks Builder, developing the site architecture, UX, content organization, and ongoing content management.
- Served as sole webmaster for DeFelsko's global manufacturing website, supporting its Webflow launch and independently implementing features including geofencing, multilingual content, automations, continuous SEO optimization, and site performance improvements across multiple product lines.
- Led creative production for 20+ DeFelsko product launches, creating product photography, video, technical illustrations, animations, product labels, interface graphics, packaging, and marketing collateral.
- Built and implemented an end-to-end Trello auction workflow for Kaufman with custom automations, giving the entire office real-time visibility into auction status from contract through closeout.
- Increased Kaufman's Facebook audience by 30%, link clicks by 56.9%, and engagement by 70.8% through content strategy and campaign optimization.

PROFESSIONAL EXPERIENCE

Kaufman Realty & Auctions | Bridgeport, WV

Office & Operations Coordinator | June 2026 – Present

- Manage online content and real estate auctions, including website updates and MLS listings while optimizing content for SEO within a Next.js website.
- Coordinate auction operations across marketing, real estate, and auction teams, managing timelines, deliverables, and project workflows.
- Serve as the primary office liaison for website functionality, troubleshooting issues and collaborating with stakeholders to improve performance, usability, and user experience.
- Administer real estate listings and maintain data accuracy across multiple platforms.

Marketing Administrative Assistant | February 2025 – June 2026

- Managed marketing strategy and advertising for 30+ concurrent real estate and auction campaigns across digital, social media, email, print, and paid advertising.
- Developed marketing assets including property campaigns, digital advertising, video content, print collateral, and branded promotional materials.
- Planned and executed email and SMS marketing campaigns using Constant Contact to promote auctions, listings, and company events.

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 WordPress and Bricks Builder.
- Managed website content and ongoing updates across Gabe's Stores and Old Time Pottery websites, creating new pages and maintaining accurate information across multiple retail locations.

- Partnered weekly with an external SEO consultant to develop and implement SEO strategy for existing websites and the new Gabe's site.
- Collaborated with Marketing and Loyalty teams to execute digital campaigns, promotional emails, mobile app pushes, and website content supporting customer engagement and store traffic.
- Managed store listings, hours, locations, and customer reviews through SOCi to maintain accurate information and brand consistency across platforms.

DeFelsko Corporation | Ogdensburg, NY

Creative Multimedia Specialist | May 2017 – October 2023

- Designed, developed, and programmed responsive web pages for a global manufacturing website, maintaining brand consistency, usability, accessibility, and user experience.
- Managed the Webflow CMS across multiple product lines, optimizing content architecture and continuously improving SEO and organic search performance for a global audience.
- Collaborated with a cross-functional marketing team to research, plan, and execute 20+ product launches and integrated marketing initiatives from concept through delivery.
- Designed product labels, interface icons, and bitmap graphics for measurement instruments, creating visual systems that supported both product aesthetics and user experience.
- Produced technical and creative product videos from concept through final production, including scripting, filming, animation, voiceover, and editing.
- Photographed, edited, and retouched high-resolution product photography for websites, instruction manuals, catalogs, packaging, and marketing materials.
- Created technical illustrations, diagrams, animations, and written content—including technical articles for the website and industry publications—to communicate complex engineering concepts to customers.

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.

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

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