

HANNAH MULHERN

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SUMMARY

Software: Avid Media Composer, Adobe Photoshop, Premiere, InDesign, Microsoft Suite, Cision, Factiva

Social Media: HootSuite, Instagram, Twitter, Facebook, SnapChat, executive/business content creation

Writing: Press/Mat releases, memos, media advisories, news articles, email/phone pitching, blogging, biographies

Creative: Integrated campaigns/presentations, flyers, infographics, filming, photography, newsletters, pamphlets

Personal: Division I student-athlete, motivated go-getter, public speaker, customer service-oriented

EDUCATION

Bellisario College of Communications, The Pennsylvania State University, University Park, Pa. Graduation: May 2018

- B.A., Public Relations; Minors: Entrepreneurship, Psychology; Overall GPA: 3.6/4.00

Scholarship Student-Athlete, Penn State Varsity Track & Field, University Park, Pa.

- No. 2 all-time, pole vault (13 feet, 6 ½ inches); Academic All-American
- Big Ten team champion (2017); 5th/6th place individual at Big Tens (2016/2017); NCAA Qualifier, 19th in NCAA (2017)

MARKETING / PUBLIC RELATIONS EXPERIENCE

Burson-Marsteller, Pittsburgh, Pa. June 2017 – August 2017

Consumer and Brand Marketing Intern

- Created a winning integrated campaign and presentation for SPAM based off of a true RFP and presented to the client.
- Wrote mat releases, pitches and broadcast readers for clients to generate pieces that appealed to the target audience.
- Formed media lists based off of specific target audiences, subject areas and demographics.
- Updated media coverage trackers with analytics relating to the coverage for one of the four major financial institutions.
- Performed research for new business pitches, influencers, partnerships and budgeting.

Office of External Relations, College of Communications, University Park, Pa. August 2016 – December 2016

Marketing, Public Relations and Events Assistant

- Assisted in student and alumni event planning, preparation, and on-site activities.
- Developed and implemented marketing strategies through multiple platforms to promote events.
- Wrote, edited and researched information on alumni to craft relevant bios, event programs, and prospects.

Luxuria Public Relations, San Diego, Calif. June 2016 – August 2016

Public Relations and Social Media Account Assistant

- Crafted relevant and unique pitches and social media posts to generate awareness for clients.
- Created visually appealing images using Photoshop and developed social media strategies to brand clients.
- Assisted clients during media interviews at local news outlets to ensure a seamless presentation.

Penn State Athletics, University Park, Pa. October 2015 – April 2016

Sports Marketing and Recruiting Assistant

- Designed flyers using Photoshop to send to recruits and spark their interest in the university and basketball.
- Created videos using Premiere Pro that were utilized as a preview prior to games in order to excite fans.
- Interacted closely with coaches and staff members to ensure the best tactics were used for each individual recruit.

Altoona Curve, Minor League Affiliate/Pittsburgh Pirates, Altoona, Pa. June 2015 – August 2015

Production Crew Assistant

- Filmed games, managed in-game digital board, took high-resolution photography for website and media use.

LEADERSHIP

AD/PR Club, Penn State, University Park, Pa. May 2017 – Present

Publicity Chair

- Handle all marketing, social media and website content to promote club, as well as recruit companies and speakers.

Fit for Fritz Charity Walkathon, University Park, Pa. September 2015 – Present

Vice President, Event Coordinator

- Organize event and lead public relations/branding, including pitching media, creating flyers, designing T-shirt and logo.
- Write scripts for and speak in the event's promotional videos, as well as handle all social media accounts and website.

Athletic Director's Leadership Institute, Penn State, University Park, Pa. April 2015 – Present

Elected Team Representative

- Collaborate with other student-athletes to hone leadership skills, implemented at the team level.

Student-Athlete Advisory Board (SAAB), Penn State, University Park, Pa. September 2014 – Present

Elected Team Representative

- Act as a liaison between student-athletes and administration through sitting on the THON and special events committees.