

HANNAH HOLDER

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PROFESSIONAL EXPERIENCE

Texas Bankers Association - *Marketing Manager*

July 2022 - Present

- Drove consistent B2B and B2C audience growth by developing and executing multi-platform organic social strategies, increasing followers 3–5% and boosting engagement 5–10% monthly.
- Create marketing emails for different departments aimed at increasing registration, raising awareness, and enhancing engagement.
- Transformed social performance data into actionable insights that optimized campaign effectiveness and improved channel outcomes.
- Analyzed website performance, user behavior, and conversion metrics to drive continuous optimization.
- Produced and published daily news content that strengthened SEO performance and contributed to measurable gains in organic search traffic.
- Maintained and optimized CMS content workflows, ensuring timely, error-free updates that improved digital user experience and content visibility.
- Crafted feature articles and executed high-quality editorial reviews for a bi-monthly magazine, elevating storytelling impact and increasing reader engagement.
- Partnered with cross-functional teams to deliver integrated marketing campaigns, accelerating project execution and supporting shared business goals.

BorjaVisuals - *Marketing Manager*

November 2021 - Present

- Produced high-performing social content for B2C channels that elevated service visibility and strengthened client engagement.
- Developed targeted B2B email campaign messaging that increased audience interaction and effectively showcased core service offerings.
- Expanded brand presence and deepened client relationships by representing the company at local events, driving stronger community engagement.

Texas Nurses Association - *Communications Coordinator*

January 2022 - May 2022

- Delivered compelling feature stories for a quarterly magazine by conducting in-depth interviews that strengthened narrative quality and reader interest.
- Ensured 100% accuracy across all magazine issues and printed materials through meticulous proofreading, upholding high editorial standards, and error-free publication.
- Supported mission-focused campaigns that expanded organizational reach and drove measurable increases in community engagement.

Texas State University - *Graduate Assistant*

August 2019 - May 2021

Texas Nurse Practitioners - *Communications Intern*

September 2019 - May 2021

KXAN (Austin) - *Politics News Intern*

January 2019 - May 2019

Texas State University Department of Media Relations - *News Intern*

August 2018 - December 2018

EDUCATION

Texas State University

M.A. Digital Media and Mass Communication

Texas State University

B.S. Journalism and Mass Communication

CERTIFICATION

Certified Digital Marketing Professional

Digital Marketing Institute and American Marketing Association

SKILLS

Social media marketing, email marketing, digital marketing, content management, content creation, communication, storytelling, data analysis + insights, AP Style writing + editing, web design, Adobe Creative Suite, Microsoft Applications, Google Workspace, iMIS, Mailchimp, Canva, HubSpot, WordPress, Squarespace, Loomly, Hootsuite, Sprout Social, Monday, Asana, Figma, Issuu, Mosaic, Fetch.