

Hannah Avdalovic

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EXPERIENCE

Social Media Manager, Golden State Warriors + Chase Center, September 2021-Current

- Manages overall strategy of Chase Center's organic social media platforms including Facebook, Instagram, Twitter, YouTube, Spotify
- Develops organic social revenue opportunities with corporate partners, while elevating areas of opportunities in existing contracts
- Manages Social Media Assistant in day-to-day social programming
- Lead digital efforts of new brand guidelines for both Chase Center and Thrive City plaza, sourcing performance data and social best practices to brief creative team
- Creates holistic social strategy for tentpole events ranging from NBA Finals to Metallica's 40th anniversary show. This entails producing live streams, capturing content behind-the-scenes, interviewing various fan bases & covering the events live
- Increased overall follower base by 95% YoY in 21-22 fiscal year, 55% coming from fan-focused strategy developed for the NBA Playoffs and Finals
- Developed TikTok creator program around Warriors Origins jersey consisting of a combined follower reach of over 23.3 million, becoming the first North American sports team to work directly with TikTok to develop a program of this nature
- Maintained No. 1 slot amongst NBA arenas for overall engagements, engagement rates and follower growth in 21-22 year

Social Media Coordinator, Golden State Warriors + Chase Center, July 2019-August 2021

- Grew overall followers by approximately 210% since being hired by implementing an innovative & intentional content strategy
- Developed digital voice, tone & organic social strategy from the ground up in the inaugural year of the arena opening
- Built the social strategy for a fan-less NBA season, in which I executed over 10 unique, revenue-generating content franchises per game. This resulted in a 64% increase in overall follower growth year-over-year
- Maintained the No. 1 spot in total engagements & engagement rate among NBA arenas (per CrowdTangle)
- Lead social efforts working with Public Affairs, PR and Marketing teams in communicating health & safety protocols to reopen the arena twice amid Covid-19 pandemic

Associate Strategist, Hathway Inc. , September 2018-July 2019

- Lead development of cutting-edge digital strategy for multiple clients including Wingstop, Pete's Coffee, and Portillo's
- Analyzed and presented monthly reports on client's KPIs
- Engaged client's customers through captivating CRM messaging

Digital Assistant, Sacramento Kings, June 2017-September 2017

- Covered conferences, events and concerts live on social media platforms
- Created social-first graphics & videos using Adobe Creative Suite
- Ideated social content plans and programmed the feeds day-to-day
- Wrote and posted compelling articles shared across web, app and social

Digital Marketing Coordinator, Associated Students Inc, May 2016-June 2018

- Publicized weekly on-campus events and concerts, primarily through Facebook and Instagram
- Created social-first content such as quote graphics, videos & infographics and covered weekly events live on social platforms
- Researched and reported monthly audience climate data, curated social media metrics and event feedback surveys

AWARDS

Hashtag Sports 2022 Shortlist

- Best Social Media Campaign – Chase Center Recreates Game Experience on Social Media During Fanless Season
- Best Use of Twitter – Golden State Warriors and Chase Center Celebrate "Klay Day"

College Media Business & Advertising Managers

- First Place - Best Public Relations and Marketing Manager
- First Place - Best Audience Engagement Strategy

Cal Poly Journalism Department

- Chair's Award for Leadership Journalism

EDUCATION

Bachelor of Science

Journalism, Public Relations, California Polytechnic State University: San Luis Obispo