

# Hannah Avdalovic

Curious. Self-motivated. Passionate.

## Profile



(916) 467-2820



havdalov@calpoly.edu



hannahavdalovic.com



@havdalovic



<https://www.linkedin.com/in/hannah-avdalovic/>

## Education

Bachelor of Science, March 2018

California Polytechnic State  
University: San Luis Obispo

*Journalism*

## Skills

- Adobe Creative Suite
- Content scheduling with Buffer, Hootsuite & Sprinklr
- Google Analytics
- Using Cision for media lists
- Constant Contact for email marketing and newsletters
- FERPA - Crisis Communication
- AP Style

## Awards

*College Media Business & Advertising Managers:*

- First Place - Best Public Relations and Marketing Manager
- First Place - Best Audience Engagement Strategy
- Second Place - Best Use of Social Media
- Third Place - Best College Media PR/Marketing Program

*California College Media Association:*

- First Place - Best Use of Social Media

## Social Media and Digital Production

### Digital Intern

June - September '17

*Sacramento Kings + Golden 1 Center*

- Covered conferences, events and concerts live on social media platforms
- Created Web art and imagery using Photoshop
- Edited online videos for Golden 1 Center and Downtown Commons
- Wrote, posted and shared compelling content across digital platforms
- Assisted in development of social and content strategy

### Outreach Student Assistant

May '16 - Present

*Associated Students Inc.*

- Contributes to planning and executing weekly events on campus
- Oversees all event publicity, including posters and media advertisements
- Drafts and schedules event pages and social media posts
- Coordinates all media relations, videography and photography for events

### Director of Public Relations

August '15 - June '17

*Mustang News*

- Drafted daily copy and scheduled social media posts
- Created weekly newsletters highlighting top-read stories
- Organized social media and website analytics
- Supervised development and execution for effective social media strategy
- Assisted in branding efforts for the Mustang News brand and Mustang Media Group brand

## Public Relations and Marketing Experience

### Central Coast PRspectives Manager

June '17 - Present

*Mustang Media Group*

- Plans multiple marketing events and public outreach programs
- Curates and sends outreach emails and newsletter campaigns
- Creates branding guidelines across all media groups

### Media Advocacy Intern

June - August '15

*American Cancer Society*

- Created updated media lists for states in the western United States
- Wrote press releases for any events put on by American Cancer Society
- Worked with expert voices to embed key quotes to opinion-editorial pieces

### Account Management Intern

June - August '16

*GreenLight Media & Marketing*

- Assisted in product research, campaign strategy and experiential marketing event production
- Developed and planned Snapchat Geofilter project to advertise GreenLight's internship program to students

### Co-Campus Correspondent

January 2017 - Present

*Her Campus Cal Poly*

- Run bi-monthly meetings and editorial workshops
- Create content strategy and assign articles to writers