



# Hannah J. Nowack

## Contact

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200 Meadowbrook  
Walnut Shade, MO 65771  
(Open to relocation)

## Education

Virginia Tech  
Pamplin College of Business  
B.S. in Business in Hospitality  
and Tourism Management  
with honors  
Blacksburg, VA  
May 15, 2015

## Skills

Microsoft Office  
Adobe Illustrator  
Adobe Photoshop  
Wordpress  
Calligraphy

## Experience

**Content Editor & Registry Coordinator** at The Good Beginning  
West Hollywood, CA (remote), August 2016 - Present.

- Manage website and social media for charitable giving registry company.
- Oversee client interaction; maintain impeccable customer service.

**Conference & Event Planner** at Cru,

Lafayette, CO, August 2015 - July 2016.

- Planned 8 conferences annually, oversaw event registration & budgets.
- Created and directed social media marketing campaigns for conferences.
- Connected with vendors & orchestrated event set-up and execution.

**Social Media Manager** at Sage Innovations,

Charleston, SC (remote), June 2014 - Present.

- Curate SEO-friendly web content, employing strong written communication.
- Overhauled social media platforms following analysis of analytics.

**Day-Of Wedding Coordinator**, Freelance,

Manns Choice, PA, September 2014 & Little Rock, AR, May 2016.

- Spearheaded event set-up & supervised vendors.
- Delegated tasks to event team & directed event timeline.
- Met with clients to finalize event details & timeline.

**Marketing/ Public Relations Intern** at Winifred Paper,

Washington, D.C., June - August 2014.

- Wrote compelling copy for brand re-launch.
- Devised marketing schemes & sourced project materials.

**Event Planning Intern** at Sage Innovations,

Charleston, SC, January - May 2014.

- Initiated with vendors & managed multiple creative projects.
- Met with clients & vendors to finalize event plans.
- Orchestrated event execution, directed guests and vendors.

## Awards

J. Willard and Alice S. Marriott Foundation Endowed **Scholarship**, 2014.

AH&LEF Americas Lodging Investment Summit **Scholarship**, 2013.

Virginia Tech **Dean's List**, Spring 2015, Fall 2014, Fall 2013, Fall 2011.

Maryland **Distinguished Scholar Award**, Spring 2011.

Distinguished **Art-Scholar Award** for Excellence in Ceramics, 2008 & 2010.

## Leadership & Activities

**Marketing Coordinator** at Cru for Girls' Night Out, February 2015.

- Spearheaded promotional campaign for 300 person event.

**Media Team Leader** at Cru, 2013.

- Directed & unified team creating cutting-edge promotional media.

**Community Group Leader** at Cru, Fall 2012 - Spring 2015.

**Pamplin College of Business Leadership Conference**, November 2011.

**Vice-President** of Walt Whitman Fashion Society, 2010 - 2011.

- Facilitated coordination of annual Fashion Show for 300 guests.