

# Hannah Conrad

## Overview

Over 5 years of marketing experience working with 15+ B2B and B2C companies to create millions of dollars in opportunity by increasing their brand awareness, revenue, and retention.

## Experience

### LeanDNA

### Integrated Marketing Manager

#### Demand Generation

- Increased inbound leads by 80% in 6 months
  - Website inbound leads converted to opportunities 2x more likely
- Generated 24% of opportunities from in-person and virtual events
- Improved website traffic by 30.5% in 3 months through organic and paid socials

#### Content and Omnichannel Management

- Strategized, executed & maintained content calendar
  - Managed all omni-channels
  - Created all short-form, long-form, video, and audio content
- Collaborated cross-functionally with key stakeholders and customer champions to win awards and gain media / backlink opportunities
- Increased LinkedIn followers by 50.4%

#### Brand and Go To Market Strategy

- Performed in-depth market research, competitive analysis to strategically position the GTM message
- Accelerated sales pipeline through interactive demos, sales pitches, training videos, and other sales enablement
- Revamped brand guide, product marketing, and website
  - Ensured all internal and external facing materials were consistent and reflected the brand guidelines
  - Defined the ICP personas and created collateral for prospects and customers



## Skills

### Project management

- Marketo
- Clari
- Showpad
- Hubspot
- 6sense
- Website (WP)

### Content & Channel Communications

- Social media
- Public relations
- Podcasts
- Short & long form content
- SEO - backlinks & keywords

### Demand Generation

- Webinars
- Events
- Partnerships
- Paid ads
- Paid social

### Sales enablement & customer success

- Interactive demos
- Training videos
- Customer programs
- Top to bottom funnel content

### Go to Market (GTM)

- Product marketing
- Market research
- Graphic design
- Brand development



**Contact**

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## Experience

### Tessera Data (Checkr) Integrated Marketing Manager

#### Demand and Lead Generation

- Created \$1.1 million in open opportunities from a single event
- Increased contact us submissions by 150.2% through organic and paid campaigns
- Launched a new website with over 24k visitors in the first month (exceeding the goal by 41.67%)

#### Content and Omni-Channel Management

- Strategized, executed & maintained content calendar
- Managed all omni-channels and content (short-form, long-form, video, and audio)
- Improved average email open rates by 50% with an average newsletter open rate of 32.1%
- Increased LinkedIn following by 30.5%

#### Brand and Go to Market Strategy

- Performed in-depth market research, competitive analysis to strategically position the new brand, ICP, and GTM message
- Developed brand awareness by creating the online and offline presence through sales enablement, a new website, social media channels, and in-person events

### AMA Law

### Marketing Director

#### Demand Generation

- Improved ROI on paid campaigns by 820.69%
- Maintained an average Google ad conversion rate of 8.2%
- Improved quality & quantity of leads from Google search, performance, local service, and Facebook ads
- Created brand guidelines and executed a new website



## Education

### Marshall University

Bachelors in Business Administration & Marketing

Masters in Business Administration & Marketing

## Freelance

#### Content Manager

- LeadSync

#### Social Media & Brand Manager

- Songflowr
- Sculpt Mobile Medspa

#### Omni Channel Manager

- Faveo
- Leximazz Designs
- Kenzington Alley
- Atlas Copco

#### Partnership & Growth Manager

- Saffron.VC
- Marshall Artists Series

#### Paid Ad Campaigns

- Charge Running
- Hiveio

#### Market Research

- Roadwarez
- Rush Off Road



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