

Hannah Colson

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EDUCATION

University of Florida, College of Journalism and Communications
Bachelor of Science in Public Relations
Minor in Business Administration
GPA: 3.69/4.0

Expected Spring 2017
Gainesville, FL

EXPERIENCE

The Buzz Agency
Public Relations | Social Media Intern
Delray Beach, FL
Summer 2015

- Learned how to correctly write and send out press releases and how to manage several social media accounts for various local restaurants, hotels and retail stores
- Published blog posts for The Buzz Agency and the Delray Beach CRA summer green market websites
- Put together media lists to contact journalists at various publications

Trimark Properties
Marketing | SEO Intern
Gainesville, FL
Spring 2016 – present

- Learned fundamental SEO practices, keyword research techniques and on page optimization
- Designed and implemented a marketing communications plan under the guidance of the Senior Marketing Director and wrote engaging news stories and press releases for various college-based publications

Her Campus UFL
Public Relations/Events Assistant Director
Gainesville, FL
Spring 2015 - present

- Oversaw 30 public relations interns and worked with local businesses that resulted in several ongoing partnerships
- Planned and executed campus-wide events and giveaways throughout the semester like weekly tabling and midterm/final survival events that gained awareness on campus and hundreds of social media followers

Organization Representation
Fall 2014

- Liaison between the online magazine, Her Campus and Kappa Alpha Theta

The Student Body Magazine
Writer & Social Media team member
Gainesville, FL
Fall 2015 - present

- Part of a group of 12 students that pioneered the creation of a web-based magazine focusing on health-related content for college students
- Wrote and edited articles on topics such as stress-related acne and myths of skin care
- Managed the Facebook page to develop the magazine's brand which resulted in over 250 "likes" on Facebook

Radio Reading Service
Producer
Gainesville, FL
Summer 2013 – Spring 2014

- Coordinated volunteers to read newspaper and magazine articles to the blind and seeing impaired through a special radio frequency while learning how to correctly produce and run an hour-long radio show

WUFT News
Film Crew Member
Gainesville, FL
Spring 2014

- Worked on the camera crew for the 5 p.m. and 6 p.m. Monday news shows

INVOLVEMENT

Gators for the Children's Heart Foundation
Public Relations Director
Gainesville, FL
Fall 2015 - present

- Lead public relations meetings of seven staff members and planned on-campus awareness events
- Managed the Facebook, Twitter and Instagram accounts to gain over 500 "likes" during Fall 2015

Relay for Life
Marketing Team Member
Gainesville, FL
Fall 2015 - present

- Worked under the event leadership team to advertise the annual event at University of Florida through social media and campus tabling

Kappa Alpha Theta
Recruitment Director
Gainesville, FL
Fall 2015 - present

- Lead a chapter of over 200 women during the two-week long recruitment process to bring in a new member class of more than 80 college women