

# HANNAH ABBOTT

SOCIAL MEDIA STRATEGIST

## Education

Savannah College of Art and Design  
Savannah, GA  
BFA in Social Strategy and Management  
Expected Graduation: November 2025

## Skills

### Software

Adobe Creative Cloud  
> Illustrator & Photoshop Focused  
Final Cut Pro  
Procreate  
xxx

### Art

Painting  
Color Theory  
Sketching

### Professional

Campaign Management  
Data Entry  
Communication  
Brand Strategy  
Team Leadership  
Content Creation  
Video Editing

## Awards & Certifications

SCAD Dean's List May 2022 - Present  
First Aid/CPR June 2024 - June 2027  
Ontario G2 Driver's License  
2nd Place- Hypixel Inc Video Storytelling Award

## Languages

English (Native)  
French (Limited Proficiency)

I am currently a Senior at Savannah College of Art and Design with a major in Social Strategy and Management and a minor in Painting and Game Design. I am passionate about developing unique, creative and innovative ways for brands to expand their potential on across social media platforms.

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## Social Media Experience

### Free Korean Dogs

Toronto, Canada (Remote)  
Social Media Analyst  
November 2023 - Present

- Analyze Instagram audience to optimize content
- Data analysis to determine optimal posting times on Instagram
- Encourage others to adopt from shelters and raise awareness surrounding Korea's dog meat trade

### Youtube Editor and Content Strategist

Remote Freelance  
April 2019 - Present

- Video editing various genres, focusing in Toronto concert/music scene, of long form Youtube content using Final Cut Pro for micro-influencers and myself in the Toronto area
- Gained over 850k views on videos
- Analyzing trends, post times and viewer data to optimizing content, such as thumbnails, video length, titles, tags, and more.

### Social Media Manager - Liza Koshy Instagram Fan Club

Remote Freelance  
January 2017 - November 2018

- Created and managed content for Liza Koshy's Instagram Fan Club
- Gained 15k followers on Instagram within 1 year, with average video view count was between 100k-200k viewers and peaked with 1.5m weekly impressions
- Managed brand deals, along with promoting products
- Attended in person events hosted by Liza Koshy as a content creator

## Additional Experience

### Harbourfront Centre

Toronto, Canada  
Program Facilitator  
May 2024 - August 2024

- Developed art programming for 4-6 year olds
- Led and managed a staff team to deliver the programming to 24 children.
- Worked with various mediums, such as paint, clay, crayons, oil pastels, printmaking, and more.

### MacDonald & Partners LLP

Toronto, Canada  
Filing Clerk  
June 2021 - August 2021

- Extra hands to help organize files (digital and analog) after Covid-19 Pandemic
- Digitalizing documents and entering data into databases
- Handling sensitive information by following privacy guidelines

## Academic Experiences

### SOCL/ADBR Content Creation European Expedition

France & United Kingdom  
December 2024

Study abroad program led by my university focusing on growing networks & developing connections in the Europe agency world. A limited group of students accepted based on portfolio pieces and letters of recommendations.

### Walmart x SCADpro

Savannah, Georgia  
January 2025

Worked with Walmart design leads and a group of students to focus on a pain point experienced by customers and developed an innovative solution for in-home, in-store, and on-the-go experiences.