

Hannah Olson

Drake University Advertising & Public Relations Major

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PROFILE

I am passionate about social media and I am fascinated by the concept that a large group of people can be connected by just one click. Currently a college student and social media guru seeking an internship to advance my knowledge and gain real world experience in public relations and advertising.

SKILLS

Adobe Photoshop,
Adobe InDesign,
Adobe Illustrator,
Social Media,
Photography,
Microsoft Office,
Social Media
Marketing.



EXPERIENCE

ART DIRECTOR, DRAKE POLITICAL REVIEW
DES MOINES, IA — AUG 2017-PRESENT

Develop and oversee the look and style of the bi-partisan magazine Drake Political Review. Connect with designers to make a cohesive look for overall magazine.

EDITORIAL SOCIAL MEDIA INTERN, GO MEDIA
MINNEAPOLIS, MN — MAY 2017 - PRESENT

Ran Instagram account @Go.MN with up to date and relevant content relating to Minnesota. Manged and tracked insights to make sure that content is relatable to the average Minnesotan. Worked together with Go963 and Go953 Radio accounts as well.

PROMOTIONS INTERN, GO963/GO953 RADIO STATIONS,
MINNEAPOLIS, MN — MAY. 2016 - MAY 2017

Ran social media platforms such as Twitter and Snapchat to inform radio listeners of events and contests. Connected with listeners in person by attending different events sponsored by the stations, such as concerts, charity events and Minnesota Twins games.

SALES ASSOCIATE, GEAR WEST ALPINE,
LONG LAKE, MN — DEC. 2014 - JUNE 2016

Developed content and small campaigns for stores social media. Assisted customers with the purchase of casual and active men's and women's apparel, fitting soccer and lacrosse cleats

INTERN, BMW OF MINNETONKA,
MINNETONKA, MN — APRIL 2015 - JUNE 2015

Designed store vouchers and planned an event with Ronald McDonald House for the Management Team of BMW of Minnetonka, while shadowing the Community Relations Coordinator of Carousel Motor Group.

EDUCATION

DRAKE UNIVERSITY, DES MOINES, IOWA — 2019
PUBLIC RELATIONS & ADVERTISING DOUBLE MAJOR
GRAPHIC DESIGN MINOR

Kappa Kappa Gamma Social Sorority-
Public Relations Chairman 2017-Present

Manage all social media accounts - Twitter, Facebook, LinkedIn, Pinterest, and Tumblr (@drakekkg), update Drake University's chapter website, write and design the annual alumnae newsletter,

Student Activities Board-First Year Marketing Representative, Public Relations Co-Chair 2015-2017

Managed Social Media Accounts (@drakeSAB) and made relevant content for various promotions to events.

WAYZATA HIGH SCHOOL, PLYMOUTH, MINNESOTA — 2015
Wayzata Yearbook Staffer & Editor 2013-2015
Alpine Ski Team Varsity Member & Captain 2011-2015
Link Leader 2013-2015