

HANNAH GILS

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WORK EXPERIENCE

Social Media Specialist

Hannah Gils, LLC | *January 2019 - Present*

Analyze social platforms and perform market research to create and implement social media strategies. Create digital content, including videos, reels, blogs and listicles, and more.

Downtown Knoxville

- Doubled Instagram followers in 3 years
- 8% Facebook follower growth from 2021 to 2022

Visit Tuscaloosa

- First Instagram reel collaboration gained 445% more views over their previous average

DIY Network

- Facebook's engagement rose 75%; Instagram gained 6.7% new followers with engagement up 45% and videos views up 51%

Associate Producer

Discovery, Inc. | *May 2014 to December 2018*

Worked in all stages of the production life-cycle on TV shows, including *HGTV Dream Home*, *Rose Parade*, and *White House Christmas*. Responsibilities included producing, scripting, shooting, and editing.

EDUCATIONAL BACKGROUND

Bachelor of Arts in Communication

The University of Alabama, Tuscaloosa, AL
2014
Summa Cum Laude (GPA: 4.0/4.0)

Study Abroad Certificate

Queensland University of Technology, Brisbane, Australia
2013

PROFESSIONAL SUMMARY

I'm a social media specialist and content creator with a passion for working with destination marketing organizations. My small business is a one-stop shop for social media strategy and execution, blog writing, reels shooting, video editing, branding, and more.

SKILLS

- Social Media: Instagram, IG Stories, IG Reels, Facebook, Twitter, LinkedIn, YouTube, Pinterest
- Social Media Management: Buffer, Hootsuite, AgoraPulse, Khoros
- Video Editing: Adobe Premiere, Final Cut Pro, Davinci Resolve
- Shooting: Canon C300, Canon 5D, Sony FS7
- Design: Canva, Wix
- SEO
- Teleprompter

STRENGTHS

- Creativity
- Attention to Detail
- Big Picture Vision
- Strategic
- Writing
- Producing, Shooting & Editing
- High Achieving