

Annette Tawanya Hamman

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EDUCATION

Portland State University

GPA: 3.8

Major: B.S Economics

Relevant Coursework: Public and Private Investment Analysis, Economics of Environmental Issues, Public Spending and Debt Policy

EXPERIENCE

Marketing Intern

Building Champions

June 2021 – Present

Lake Oswego, Oregon

- Managed and updated company database and CRM system-HubSpot
- Supported marketing team with daily administrative tasks such as collecting quantitative and qualitative data from marketing campaigns and analyzing marketing data via HubSpot
- Developed copy and graphics for email and social media campaigns while regularly posting to and monitoring all social media platforms
- Over saw various projects made to showcase company products

Social Media Manager

Parachute Media

March 2020 – June 2021

Portland, Oregon

- Create and curate personalized content for social media platforms, leveraging consumer data derived from consumer validation surveys, accumulating over 270 responses
- Defined target audience working closely with cross-functional teams developing unconventional approaches to enhance user engagement
- Analyzed consumer market/trends via spreadsheets consisting of relevant data, gaining solid understanding of what consumer base engaged with at most optimal level, maintaining retention by over 50%
- Strategized, planned & executed social media campaigns, bringing together Gen-Z women of color

Facilitator

Girls Inc. Pacific Northwest

January 2020 – August 2020

Portland, Oregon

- Managed data entry of student information from 30+ Elementary Schools across the Portland metro area into TraxSolutions web-based software
- Gathered data regarding demographics of pupils engaged in Girls Inc. programs
- Facilitated groups of 10-15 student's educating pupils on various topics ranging from economic literacy to media literacy
- Coordinated events sought to empower girls in various fields such as STEM and design on a monthly basis, developing solid bonds between the youth and organization
- Co-facilitated Work Readiness workshop for rising 12th grade girls, creating an equitable, inclusive and anti-bullying virtual classroom for pupils

Design Associate

West Elm

September 2018 – July 2019

Portland, Oregon

- Managed customer transactions via front register or online software
- Optimized multiple resources provided instore presenting customers with stylist advice, developing unbreakable consumer bonds
- Assisted consumers in obtaining various furniture/household items by either use of stock check or placing online orders, ensuring that each product purchased truly resonates with personalized consumer needs and wants

STRENGTHS/ACHIEVEMENTS

- Diversity Scholarship Recipient at Portland State University
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint)
- Proficient in HubSpot & WordPress
- Proficient in Social Media Platform; YouTube, Instagram, Facebook, Twitter, Pinterest