



# HANNAH ROSE GARDNER M.A.

## Contact

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/hannahrosegardner

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## Academics

MA, Emerging Media Studies  
Boston University, College of  
Communication, Spring 2018

BS, Information  
Management & Technology  
Syracuse University, Spring 2017

## Platforms

Paid Social User Interfaces, Paid  
Search, Shopify, Tableau, Looker,  
Airtable, Excel, Double Click  
Manager, Adobe Photoshop,  
InDesign, MOAT, Nielsen, Prisma,  
Google Analytics

## NBCU PEACOCK

Manager of Comms Planning - Brand Marketing

Jan '23 - Current

## STEVE MADDEN

Manager of Acquisition Marketing

Feb '22 - Nov '22

Managing Steve Madden US and Betsey Johnson \$35+ Million acquisition strategies across multiple channels including: social, search, affiliate and influencer. Oversee digital agency and their day to day executions including all communication and creative. Building strategies to hit forecasts, target return goals and daily business needs. Working closely with ecomm, influencer and brand marketing teams daily. Source, edit and distribute creative for cross-platform delivery. Daily optimizations for creative and campaign structure.

## AWAY

Associate Manager, Digital Marketing

Sept '21 - Feb '22

Managed \$10+ million digital marketing budget to drive key business objectives, revenue growth and acquire net new customers across a variety of digital marketing channels such as paid social, paid search, affiliate, display, & more; Managed team, collaborated with agency and oversee strategy across all channels; Drove new initiatives, new channels and testing; Reported on results, share out data and deliver business results to the c-suite

Senior Associate, Acquisition Marketing

Oct '20 - Aug '21

Drove YoY MM revenue growth via an entire fleet of paid social channels; Managed monthly budgets of >\$500k; Paid social channels owner; Strategy, Execution and Analysis of full funnel campaigns; Worked directly with influencer, organic social, retention marketing, brand, and creative teams to drive all marketing efforts

## MEDIAHUB

Strategist, Paid Social

New Balance, Athenahealth, PBS, Silversea Cruises,  
Providence Health, Dynergy, New Business  
Nov '19 - Oct '20

Assistant Strategist, Paid Social

New Balance, Chipotle Mexican Grill  
January '19 - Oct '19

Assistant Media Planner

Chipotle Mexican Grill  
September '18 - December '18

PAST EXPERIENCE