



*Hannah Miller*

836 Moores Mill Dr. • Auburn, AL 36830 • 205-706-7228 • hannahmillerphotog@gmail.com

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## EDUCATION

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Auburn University - Auburn, Alabama  
Bachelor of the Arts - Public Relations

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## WORK HISTORY

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**AUBURN UNIVERSITY • Marketing Specialist II, May 2015 - Present**

**Head of Marketing & Creative Director for the Auburn University Bookstore.**

- **Created new Auburn University Bookstore Brand**
  - Concepted and designed consistent brand image across all marketing and social media platforms
  - New branding initiatives spanned across social media platforms, web, email marketing, signage, collateral materials, and advertising efforts
  - Served as the lead photographer and graphic designer in all marketing aspects
- **Event Coordinator & Public Relations Specialist**
  - Planned and organized all events including: in-store & online sales, philanthropic, academic, alumni partnership, athlete autograph signings, and Auburn Athletic events
- **Social Media Account & Content Manager**
  - Generated content across all social media platforms
  - Organically grew Instagram followership from under 1,000 followers to 12,300 followers in 2 years
  - Optimized social media performance based on analytic reporting
- **Managed all Advertising & Sponsorship Accounts**
  - Negotiated advertising contracts
  - Designed all print and digital advertisements
  - Monitored and maintained marketing & advertising budgets across all accounts

**COPPERWING DESIGN • Account Coordinator, May 2014-May 2015**

- **Coordinated events and public relations retainers**
  - Wrote and distributed press releases and media alerts
  - Pitched stories daily; created and maintained relationships with local media and journalists
  - Worked with media to schedule TV, print and radio interviews and appearances for numerous clients
- **Developed and completed projects within client budget and timeline**
  - Worked with creative team to meet client needs
  - Controlled project costs, maintained budgets and oversaw customer billing
  - Maintained regular communications while acting as primary customer liaison

**BE LIGHT PHOTOGRAPHY • Wedding Photographer, October 2016 -Present**

**HANNAH MILLER PHOTOGRAPHY • Owner & Photographer, January 2017 -Present**

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## INTERNSHIPS

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**VICTORIA'S SECRET PINK HQ • Public Relations Intern, 2012-2015**

**AUBURN UNIVERSITY ATHLETICS DEPARTMENT • Tigerette Public Relations Intern, 2012-2015**

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## SKILLS

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- DSLR Photography
- Graphic Design & Branding
- Marketing
- Public Relations
- Social Media Management
- Email Marketing