

HANNAH K. VELEZ

Sugar Land, TX | hannahkvelez@gmail.com | [LinkedIn.com/in/hannahkvelez/](https://www.linkedin.com/in/hannahkvelez/) | hannahkvelez.com

EDUCATION

WESTERN CAROLINA UNIVERSITY

Bachelor of Science in Communication

Concentration in: Public Relations, Interpersonal/Cultural Communication

Cullowhee, NC

May 2025

- Cumulative GPA: 3.686/4.0
- Chancellor's List: Fall 2023; Dean's List: Fall 2024-Spring 2025

MITCHELL COMMUNITY COLLEGE

Associate of Arts

Statesville, NC

May 2023

- Cumulative GPA: 3.641/4.0
- Dean's List 2022-2023

PROFESSIONAL EXPERIENCE

R.E.A.C.H. OF MACON COUNTY

Volunteer Marketing Strategist

Franklin, NC

Jan 2025 – May 2025

- Coordinated an awareness event to boost social media engagement through targeted promotion and strategic planning.
- Led integrated marketing campaign for local nonprofit, resulting in 316% increase in Instagram followers and \$1,500 in event sales.
- Designed digital and print promotional materials using Canva to drive event attendance.
- Conducted brand awareness survey of 115 students; identified that 83% had little to no awareness of the nonprofit prior to the campaign.

SOUTHWESTERN COMMUNITY COLLEGE

Public Relations Intern

Sylva, NC

Jan 2025 – May 2025

- Developed and scheduled branded social media content through Hootsuite to promote campus events, press releases and behind-the-scenes exploration into program advertising tactics.
- Wrote a press release that was published in The Smoky Mountain News, with byline credit.
- Crafted press releases highlighting student success, alumni stories and institutional milestones.
- Contributed to increased engagement through storytelling strategies targeting prospective students.
- Collaborated with the Director of Enrollment Management to implement affordable student transportation in Jackson County to improve enrollment.

ACTIVITIES

PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA (PRSSA)

Treasurer / Marketing Executive

Cullowhee, NC

Aug 2023 – May 2025

- Directed Instagram and TikTok strategy to promote awareness about the chapter and upcoming events and drive engagement through consistent posting and brand storytelling.
- Coordinated a high-traffic event through a local partnership to raise funds for networking opportunities.
- Traveled to international conferences in Tennessee and California to represent the student chapter.

PROJECT CARE

Mentor

Cullowhee, NC

Aug 2023 – May 2025

- Collaborated with Intercultural Affairs on inclusive programming, event promotion and guest facilitation to foster campus diversity and engagement.
- Assisted and participated in events intended to bring our student body together as a more culturally diverse community.
- Acted as upperclassman mentor to guide new student through their first academic year at WCU through advising, regular study sessions, promoting campus involvement and fostering an environment of growth.

WHEEL-TV CATAMOUNT ENTERTAINMENT

Production Team

Cullowhee, NC

Aug 2023 – May 2024

- Produced and edited digital content using Adobe Premiere for Instagram and YouTube.
- Operated professional video equipment, such as the Sony DMX-R100 audio board and Sony HSC-100R cameras to deliver high-quality campus programming.

- Developed rundowns to provide a detailed timeline of newscasts for production team.

ADDITIONAL

Technical Skills/CMS: Canva, InDesign, WordPress, Microsoft Office Suite, Google Workspace, Adobe Premiere, Adobe Audition.

Social Media: TikTok, Instagram, Facebook, X, YouTube, Lemon8, Pinterest, Snapchat.

Certifications: Hootsuite Platform Certification | Hootsuite Social Media Marketing Certification

Writing Skills: Adept in AP, APA and MLA writing styles; Skilled in media writing and digital storytelling.