

HANNAH K. VELEZ

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EDUCATION

UNIVERSITY OF NORTH CAROLINA WILMINGTON

Master of Arts in Integrated Marketing Communication

Wilmington, NC

May 2026

- Cumulative GPA: 4.0

WESTERN CAROLINA UNIVERSITY

Bachelor of Science in Communication

Cullowhee, NC

May 2025

Concentrations in: Public Relations; Interpersonal & Cultural Communication

- Cumulative GPA: 3.75, Magna Cum Laude

MITCHELL COMMUNITY COLLEGE

Associate of Arts

Statesville, NC

May 2023

- Cumulative GPA: 3.64

EXPERIENCE

COMMUNICATIONS COORDINATOR

Nationwide

Remote

Sept 2025 – Present

- Manage a high-volume portfolio of simultaneous communications projects, maintaining organized workflows and prioritizing competing deadlines while coordinating multi-stage review and approval processes.
- Create, edit and publish branded marketing communications using enterprise communication management software while ensuring adherence to corporate standards and quality assurance requirements.
- Collaborate daily with internal teams and external business partners to lead communication planning meetings, manage stakeholder expectations and resolve feedback throughout the review process.

VOLUNTEER MARKETING STRATEGIST

R.E.A.C.H. of Macon County

Franklin, NC

Jan 2025 – May 2025

- Assisted in planning and executing nonprofit marketing initiatives to increase community awareness and event participation.
- Developed promotional strategies and community outreach efforts that contributed to a 316% increase in online engagement and \$1,500 in fundraising sales.
- Conducted market research by gathering feedback from over 100 community members to improve outreach strategies and campaign effectiveness

PUBLIC RELATIONS INTERN

Southwestern Community College

Sylva, NC

Jan 2025 – May 2025

- Created marketing and public relations content to support institutional communications and increase audience engagement.
- Coordinated with cross-functional teams to execute campus events and communication initiatives.
- Maintained relationships with community partners through professional written and verbal communication.

ACTIVITIES

PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA (PRSSA)

Marketing Executive / Treasurer

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.

ADDITIONAL

Technical Skills/CMS: Canva, Adobe Express, InDesign, WordPress, Microsoft Office, Google Workspace.

Marketing: Marketing communications, project coordination, stakeholder communication, brand compliance.

Certifications: Hootsuite Platform, Hootsuite Social Media Marketing.