

Hannah Law

Senior Marketing & Digital Advertising

hkatelaw@gmail.com • (901) 827-2444 • Dallas, TX

[LinkedIn](#) • [Website](#)

Eligible to work in the United States with no restrictions
USA / UK Dual Citizenship

Results-oriented, highly adaptable Senior Marketing Leader with a talent for driving creative innovation across digital performance, account management, branding, and advertising initiatives. Revitalizing campaigns to drive engagement, brand awareness, market penetration, and website traffic targets. Self-motivated with a strong history of discovering ideal market segments for a variety of products and services – expertly engaging targeted audiences. Able to leverage professional drive despite conflicts and ever-changing industry trends. Analytical and detail-oriented with proven capability for improving ROI, lowering CPA, and maximizing marketing automation techniques.

Areas of Expertise

- Brand Strategy & Leadership
- Competitive Analysis & Reporting
- eCommerce Performance
- Team Management & Communication
- Strategic Thinking & Execution
- Project Management
- Data Analysis & Modeling
- Product Marketing Strategy
- Google Ads + Google Analytics
- Social Media Management
- SEO Strategy & Optimization
- Marketing/Advertising Automation
- KPI Design and Achievement
- Sales Planning & Implementation
- Develop Synergistic Partnerships
- Integrated Campaign Management
- HubSpot, Salesforce, Marketo
- SEMrush & Screaming Frog
- Marketing Strategy Development
- MailChimp & Constant Contact
- ConvertFlow and Kickstarter
- HTML, CSS, JSON, & Java
- MS Office Suite & WordPress
- Digital Marketing Expertise

Professional Experience

ONEPLUS, Dallas, TX | Senior Marketing Manager North America, Remote

2022 – Present

Develop marketing media plans, including spend mix, and provide media strategy with detailed forecasts and analysis.

- YOY YTD 2023 vs 2022 all metrics for Google Search improved up to +191%, including ROAS +51% YOY.
- Oversee ongoing channel management across the marketing mix, including paid search, display, paid social, programmatic, SEO, sponsored content, influencer, affiliate, direct marketing, TV, video, radio, and podcast, resulting in +13% users YOY.
- Create and evaluate key performance metrics related to CAC, channel performance, and channel growth; provide senior leadership with summaries and analysis of campaigns, measurements, results, and forecasts.
- Own and manage execution/trafficking of digital campaigns, including the development of agency briefs that capture brand objectives, digital goals, and strategies and forecasting campaign activations to ensure measurable recommendations.

VOUCHED, Seattle, WA | Marketing Lead, Remote

2021 – 2022

Directed marketing operations to establish and optimize performance marketing for lead generation driving results through strategy, tactics, and performance of paid, display, organic, email, referral, and social channels.

- Drive marketing strategy enabling Sales and Customer Success for alignment to improve generation, qualification, and close rate of leads for a 42% increase in qualification and a 34% increase in close rate.
- Develop marketing strategy in-house relieving agencies' services with savings of tens of thousands of dollars efficiently.
- Grow and Lead 3 Content Team members and 1 agency to develop content for branding, sales enablement, and partners to increase awareness through lead nurturing initiatives putting over a million in the pipeline each quarter.
- Identify opportunities in webinars, events, & partnerships to coordinate and execute navigating investor funding.

DRIPS, Akron, OH | Director of Demand Generation, Remote

2020 – 2021

Championed the development of demand-generation strategies to pursue organizational forecasts and marketing targets within budgetary constraints.

- Increase MQLs by 36.5% QoQ in support of the end-to-end campaign and lead management improvements within the Business Development Team.
- Pioneer marketing activities to aid product experts in generating compelling stories through product marketing.
- Systematically align performance with various marketing goals and drive ROI - guaranteeing consistent growth and acquisition of new investment opportunities.
- Enabled team with Strategy, Creative, and User Flow to seamlessly integrate innovative campaign plans.

FETCHER, New York, NY | Marketing Manager, Remote**2019 – 2020**

Established Demand Generation foundation and grew to a fully scalable lead engine.

- Directed cross-functional teams in search engine optimizations and website UX flow for an AI product to exceed inbound demo request goals by 10% - an additional \$250K in the pipeline QoQ.
- Defined reporting protocol for digital marketing program with three newly revised processes purposed to enhance Salesforce attribution, ultimately expanding account portfolio by 71% and increasing deal size by +35%.
- Discovered channel opportunities based on A/B testing and analysis of historical and financial data - more than doubling inbound leads and generating an additional \$145K in revenue.
- Revitalized paid search/paid social methods, empowering the internal team to increase inbound demo requests by +26%, decrease paid spend by -16%, and reduce cost-per-demo by -40% QoQ.

KIBO, Dallas, TX | Digital Marketing Lead**2018 – 2019**

Redesigned Digital Strategy, company website, Paid Search, Paid Social, SEO, and Digital Marketing Analytics to promote five products under one unified commerce platform.

- Oversaw successful marketing programming, surpassing the bookings' goal by +30%.
- Initialized brand positioning, buyer persona, and touchpoints, reaching +25% of the 1H19 pipeline generated by digital and multi-touch advancements.
- Built a new website and leveraged SEO & content, which expanded website traffic by 30%; Designed +20 landing pages and conversion paths, generating a 23% monthly conversion rate, and adding +50% inbound leads QoQ.

VAST NETWORKS, Dallas, TX | Digital Marketing Manager**2016 – 2018**

Governed Digital Marketing across seven verticals for nine products with command of three sales teams, as well as a team of 15 personnel to drive 40% gross margins. Tactfully attracted new clients and cultivated partnerships to advance campaign proposal goals.

- Renovated social media performance, which more than doubled impressions +250% and increased leads by 150% Month Over Month, then QoQ for 3 quarters in a row.
- Introduced optimal testing and lead generation procedures, which reduced CPA by 18% for a financial client.

DROPSHADES, Fort Worth, TX | Digital Marketing Manager**2013 – 2016**

Fulfilled budgetary constraints and sales targets by steering event /material planning, as well as offering website and social media solutions.

- Expertly launched a new website, which increased monthly visits by 40%, accomplished an average conversion rate of 23%, per month, and augmented quarterly inbound leads by 65%.
- Created winning social media strategy with exceptional content creation, curation, and copywriter coordination for Facebook, Twitter, Instagram, YouTube, Pinterest, Reddit, Snapchat, Tumblr, and LinkedIn.

Education

B.F.A. Theatre, Magna Cum Laude | Texas Christian University, *Honors College*