

HANNAH ROTTER

Los Angeles, California | www.linkedin.com/in/Hannah-Rotter

TOP 3 HIGHLIGHTS

1. **Experienced:** Demonstrated real-life proficiency in crafting video and social media content for diverse companies, showcasing a wealth of hands-on experience.
2. **Creative Communications:** Exhibit excellent skills in writing, graphics, and the production of compelling photos and videos, consistently delivering engaging and creative multimedia content.
3. **Collaborative Leader:** Accomplished team player with a track record of leading and supporting international and cross-departmental teams.

EDUCATION

Bachelor of Science in Strategic Communication, Liberty University, Lynchburg, VA - 2019
Specialization: Social Media Management with a Minor in Videography

Master of Arts in Strategic Communication, Liberty University, Lynchburg, VA - 2021

EXPERIENCE

Social Media Manager

FourKites, Chicago, IL

August 2021 - Present

My role includes: Managing all social media channels, content and strategy while coordinating campaigns with a global team. Drive data-driven optimization through comprehensive social media analytics, leveraging insights to continually refine and enhance campaign performance and content strategy. Design compelling branded visuals and expertly edit webinars and video campaigns, ensuring visually engaging and impactful multimedia content aligned with brand messaging.

Video Editor

Billy Graham Evangelistic Association, Charlotte, NC

Aug 2021 - Oct 2022

Produced and edited videos optimized for BEGA's social media platforms from archival and tour footage. Demonstrated seamless collaboration within a remote workflow, ensuring effective communication and teamwork to achieve project milestones.

Broadcast Media Intern

Billy Graham Evangelistic Association, Charlotte, NC

May 2021 - August 2021

Helped produce, capture, and edit video content for SP platforms and departments. Co-produced internship video and Operation Christmas Child Spokesperson series. Utilized Avid Media Composer to edit creating social media video content and master finished products. Operated camera in the field and during studio shoots.

Graduate Student Assistant

School of Communication & Digital Content, Liberty University

August 2019 - May 2021

My role included: Assisting and teaching beginner and intermediate video editing and production classes. Topics I teach include color editing and compositing on Premiere Pro, Davinci Resolve, Avid, and Cinema 4D. I also maintained communication with students, and supported faculty projects and tasks.

Video Editor- Freelancer

Upwork

May 2020 - October 2020

Facilitated meetings with clients and organized pre-captured footage and audio. I created multimedia assets for a video podcast series. I edited, assembled, and delivered the polished, final product videos to the clients.

Video Production Intern

Billy Graham Evangelistic Association, Charlotte, NC

Summer 2019

Traveled with the North East Decision America Tour and assisted in creating social media video content and filmed for BGEA TV specials. Produced video content for BGEA platforms and summer social series that received over a million views and high engagement status. Assisted in a three-day production.

Strategic Communications Intern

LU Send Now, Liberty University, Lynchburg, VA

August 2018 - May 2019

Assisted in the deployment of disaster response teams. Helped develop promotional material and strategies for students and donors. Documented and communicated the impact of Send Now trips. Coordinated interviews and created multimedia that recap trips for social media, trainings, and outside news sources.

Social Media Manager

90.9 The Light (WQLU), Liberty University, Lynchburg, VA

August 2017 - May 2019

Worked directly with the sports, marketing, promotions, and broadcasting teams to create a unified presence across our social media platforms (Twitter, Facebook, Instagram). Photographed university-hosted concerts, sports games, and events and created branded images and multimedia for social sharing.

Video Production Assistant

Liberty University, Lynchburg, VA

October 2017 - January 2018

Assisted video production professor filming promotional interviews for various Liberty programs. Set up lighting, cameras, and audio in a green-screen setting and worked directly with talent preparing for interviews.

Social Media Coordinator

OutSystems Software Company

Summer 2017 and 2018

Worked directly for the Global Social Media Manager at this fast-growing software company managing all social channels posting via Buffer. Created multimedia for social sharing and helped develop a corporate strategy for YouTube including analysis of existing traffic and engagement.

Social Media Coordinator

Acrolinx Software Company

June 2016 - August 2016

Edited 100+ hours of video footage from customer conferences for website and YouTube. Managed social media posting and metrics for management including page views, social sharing, follower growth, and audience engagement.