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# Hanna Bae

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## SKILLS

- Simmons OneView
- Kantar
- Qualtrics
- Basic Adobe Premiere
- Basic Adobe Photoshop
- Basic Adobe Illustrator

## EXPERIENCE

### **Office Depot - Marketing Intern** JAN 2018 - PRESENT

- Interviewed small businesses and startups to identify key insights and opportunities for Office Depot's BizBox to capitalize on
- Conducted usability tests among small businesses and startups to compile feedback and recommendations for Office Depot's BizBox's website
- Executed competitor analysis for BizBox among the coworking space industry to assess opportunities

### **Zimmerman Advertising - Account Services Intern** MAY 2017 - AUG 2017

- Member of winning team of Zimmerman Advertising InfuZion Competition of 2017
- Developed an integrated media plan with a \$500,000 budget aimed towards millennials that included social media, digital media and traditional media with projected results of 14,000+ customers in Q1
- Pitched a fully-designed sub-brand to Zimmerman Advertising and Office Depot executives

### **Hill City Fellowship - Advertising Chair** AUG 2016 - MAY 2017

- Executed guerilla and grassroots marketing methods such as sidewalk chalking, promotional booths, and events which doubled the number of members
- Created social media content and promoted the organization through the USF Note-a-bull Newsletter to reach students
- Created marketing materials like information cards and flyers through Adobe Illustrator

## INVOLVEMENT

### **NSAC 2017-2018 - Researcher/Assistant Media Planner** NOV 2017 - PRESENT

- Collected Simmons OneView data of the media usage and shopping behaviors of millennials to help segment the target market for the team's Ocean Spray brand campaign
- Created a national survey with a total of 644 respondents, analyzed the data and identified insights about millennials to build a campaign strategy
- Gleaned from industry articles and Mintel reports to find research on food and beverage trends

### **Herd of Thunder Marching Band - Member** AUG 2015 - PRESENT

- Collaborated with over 280 musicians to perform a high quality half-time show at every USF home game

## EDUCATION

### **University of South Florida - Bachelor of Science** EXPECTED DEC 2018

GPA: 3.8

Advertising Major in the Zimmerman Advertising Program.