

Hannah E. Gromen

COMMUNICATION & LEADERSHIP

PROFILE

Adaptable student aiming to leverage a proven knowledge of creative services, media scheduling, social media, and publicity skills to successfully engage and inform audiences for your organization. Frequently praised as hard-working by my peers, I can be relied upon to help your company achieve its goals.

PROFESSIONAL EXPERIENCE

Undergraduate Programming Assistant

Drake University LEAD Program | Des Moines, IA | August 2020 - Present

Worked efficiently to develop a strategy for increasing program participants, lead all actions of the student leadership panel associated with the panel, and created comprehensive content strategy to be utilized on social media.

Worked closely with faculty members resulting in the growth of the program from a concentration to a minor.

Social Media Manager

Drake Uni. School of Journalism | Des Moines, IA | February 2021 - Present

Developed and produced visual content to advertise the School of Journalism and Mass Communication for a variety of social media platforms, including Instagram, Facebook, and Tiktok. Worked with other students and faculty to develop an organized and efficient social media communication strategy.

Vice President of Communications – Public Relations

Student Alumni Association / Des Moines, IA / November 2020 - Present

Lead the communications team, clearly communicated with the executive board and general member population through frequent newsletters and a well-organized social media presence and collaborated with other members of the executive team to create and market Covid-19 safe events for students and alumni of Drake University.

Public Statements Research Intern

Vote Smart | Des Moines, IA | January 2020 - August 2020

Gathered data and compiled important information, relevant to the Public Statements department, thus providing potential voters with easily accessible information on public officials/candidates.

Director of Interfraternal Affairs

Delta Gamma – Alpha Lambda / Des Moines, IA / Dec. 2019 - Dec. 2020

Organized intramural activities, planned weekend-long events, and clearly communicated with Alpha Lambda chapter members and businesses in the community, which resulted in successful Mom's/Parents Weekends and chapter-wide intramural teams.

RELEVANT COURSEWORK

Mass Media in a Global Society, Visual Communications, Foundations of Leadership, Leadership: Theory to Practice, Strategic Political Communications, Reporting and Writing Principles, Digital Media Strategies, Social Media Strategies, Digital Photography, Public Relations Principles, Web Page Design, Independent Study: Digital Media Production for LEAD.

CONTACT



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www.hannahgromen.com

EDUCATION

Drake University – Des Moines, IA

Public Relations/Digital Media
Production Major

Leadership Education and
Development Minor

2019–2023

Cumulative GPA: 3.87

SKILLS

- Digital Proficiency
- Leadership
- Excellent Communication
- Innovation/Problem Solving
- Values Driven

INVOLVEMENT

- Student Alumni Association – VP Communications: Public Relations
- Delta Gamma – Director of Recruitment Records
- Donald V. Adams Leadership Institute
- Public Relations Student Society of America