

# Hannah Law

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## Summary

Strong marketer accelerating companies' lead generation through go-to-market strategy including messaging, branding, creative, and tactical mix. Ability to track performance through data while being project and detail-oriented, apply findings to improve ROI and lower CPA, and optimize the lead nurturing funnel through marketing automation and coordination. Experienced in brand-conscious creative marketing, controlling budgets up to \$200,000 for digital and offline media.

## Relevant Experience

**FETCHER AI** Remote- New York

**August 2019 – Present**

*Fetcher AI is a seed-funded recruiting AI company that provides passive sourcing through SASS for emerging +SMB companies to source better, more diverse talent 10x faster.*

**Marketing Manager** | Paid Marketing Manager

Joined Fetcher AI as the third member of the newly formed marketing team to lay the foundation for Demand Generation and grow a scalable lead engine to achieve a 105% increase in MQLs for 2019.

- Implemented a revised search engine marketing (SEM) strategy, allowing our team to increase inbound demo requests by +26%, while decreasing paid spend by -16%, and reducing the cost per demo by -40%, QoQ.
- Executed project management across 2 cross-functional teams for SEO & website optimizations in Monday.com to exceed inbound demo request goals by 10%, accomplishing an additional \$250K in pipeline, QoQ.
- Established digital marketing program reporting, including structure and format. New reporting cadence resulted in 3 revised processes to improve marketing qualification and attribution in Salesforce, raising our number of closed won accounts by 71% and increasing avg. deal size by 38%.

**KIBO COMMERCE** Dallas, Texas

**October 2018 - August 2019**

*Kibo Commerce is a Vista Private Equity portfolio company that provides enterprise cloud commerce and personalization solutions to mid-market and enterprise B2C and B2B organizations.*

**Digital Marketing Lead** | Marketing Strategy | Digital Marketing Reporting | Marketing Optimization

Managed execution of marketing programs to achieve 132% of our marketing originated bookings goal for 2019 by leading Digital Strategy, Website Redesign, Paid Search, Paid Social, SEO, and Digital Marketing Analytics for 2 products.

- Developed and executed a comprehensive digital strategy that activated brand positioning, buyer persona, and touchpoints over a lifecycle with 11% of 1H19 pipeline generated by digital, & + 17% further herded through multi-touch.
- Scaled current and new digital channels to generate leads for bookings target, creating the appropriate digital marketing mix of lead generation while coordinating with sales for pipeline acceleration & lead nurturing campaigns for results.
- Created over 20 landing pages and conversion paths resulting in an average conversion rate of 23% per month and increasing inbound leads by 54% per quarter.
- Planned, tracked, measured, tested, and optimized all digital channels in the lens of each campaign to identify gaps, target segmentation, & bind closer customer communication to meet strategic objectives through conversion analytics.
- Strategized and led cross-functional teams with design and copy including sales, operations, product marketing, events, HR, and customer marketing for continual A/B testing of customer funnels in 3 time zones with 5 agencies.
- Launched a new website by leveraging SEO and content to expand prospect reach and brand presence increasing web site visits 30% per month.

**ACCESS ANALYTICS INC.** Dallas, Texas

**December 2015 - October 2018**

*Access Analytics is a digital advertising agency that specializes in closed loop marketing for B2C companies across product and service verticals.*

**Digital Marketing Manager** | Digital Media Strategy | Search Engine Optimization/Marketing

*Managed Digital Marketing across 7 verticals, 9 products, and 3 sales teams and a team of 10 people. Lead strategic initiative to drive 40% gross margins.*

- Orchestrated development and execution of program marketing strategy, SEO/SEM goals, transforming and enhancing brand awareness, and earned, paid, and owned media with tactics in mobile, display, social, video, & direct mail.
- Spearheaded initiative to bring on new clients, developing partnerships to expand revenue channels through researching and writing of strategic campaign proposals for new and existing clients using critical thinking.
- Directly cultivated strong client relationships through education, integration of operations and project management over multiple projects and teams B2B & B2C, organization of all scheduling and details with the ability to prioritize.
- Directed the execution of campaign performance and strategies, coaching a team of 20 through account optimizations from ongoing keyword discovery, expansion, and CRO to generate leads through research and A/B Testing.

- Improved overall social media performance and transformed them into lead generating channels, subsequently increasing impressions nearly 300% and leads by 150% month over month.
- Executed bottom of the funnel programs for retention, customer loyalty, cross-sell to increase ARR and manage ROI.
- Created ads and banners for social media and websites on InDesign and Canva utilizing drawing, typography, concept, layout, and styling skills to problem solve through creativity, cooperation, communication, and organization.
- Implemented testing and optimization for lead generation decreasing CPA by 18% in 7 months for a financial client.

#### **DYAD DIGITAL AD** Dallas, Texas

**December 2015 – August 2016**

*Dyad is a creative and strategic branding agency that builds brands that live at the intersection of audacious and impactful and are positioned to move the cultural needle by embracing the ability to take a risk.*

#### **Digital Marketing Coordinator** | Ecommerce | Content Marketing | Office Manager

*Grew Dyad's business under digital marketing, graphic design, websites, photoshoots, and animation nationally to support quadrupling growth. Drove program and product marketing for 5 products and 2 sales teams with four LLCs under the Dyad umbrella.*

- Customized event marketing in conjunction with website updates and social media for an increase in sessions by 68%.
- Executed optimized, and reported on all paid campaign coordination and presentation, based on quantitative market research plus creativity, and supported by online press releases, email marketing, website copy, & blog posts.
- Devised video marketing to tactically target geographically increasing engagement & ROI: <https://bit.ly/2rWfGLn>
- Reviewed, approved, and updated digital assets trackable KPIS to recommend and consult weekly.
- Compiled reports outlined performance data measuring trackable KPIS concerning customer behavior and market effectiveness through analysis, presenting findings to CEO, COO, and Directors of each department.

#### **DROPSHADES INC** Fort Worth, Texas

**January 2013 – December 2016**

*Acquired after appearing on CNBC's Make Me a Millionaire Inventor, DropShades Inc. are the world's best audio responsive LED glasses that dance to the beat of the music, achieving the largest Kickstarter campaign in Fort Worth to date.*

#### **Digital Marketing Manager** | Director of Special Projects | Director of Customer Experience

*DropShades manufactures the best sound reactive party glasses B2B + B2C to fill lives with awesomeness for everyone to enjoy.*

- Developed and implemented social media strategy through content curation, photo procurement, and copywriter coordination; posting coordination for Facebook, Twitter, Instagram, Pinterest, Reddit, Snapchat, Tumblr, & LinkedIn to achieve volume, reach, engagement, CTR tracking key KPIs for eCommerce.
- Conducted event & material planning including purchasing of supplies, building of special equipment while meeting budget constraints & sales targets using Excel to manage budgets to control cash flow.
- Influenced and shaped the direction of photo, video, social, web through strategic brainstorming for actionable insights.

#### **Social Media Marketing Manager**

- Ensured that branding and customer service is consistent across all social media platforms to improve sales funnel.

#### Technical Skills

LinkedIn/Facebook/Twitter/Pinterest Analytics + Ads; Google Search Console, Keyword Planner, + AdWords; SEMrush, MOZ, Spyfu, SerpStats; Salesforce, Pardot, Marketo; WordPress, Squarespace, Wix; Adobe InDesign, Hootsuite, Piktochart, Feedly, Calendly, Wrike, Monday.com, Trello, MailChimp, Constant Contact, A/B Testing, Drift Conversational Marketing, Sirius Decisions Methodologies, Working knowledge of HTML, CSS and Java, Mobile Marketing, Lead Nurturing, Paid Social Media Advertising, avg. 75 WPM; Proficient in Microsoft Products

#### Education

B.F.A. Theatre Studies (Magna Cum Laude) Honors College Texas Christian University

**August 2010 – May 2014**

#### References

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Work Eligibility: Eligible to work in the United States with no restrictions- USA + UK Dual Citizenship