

Portfolio:

HannahMarieLane.com



hannah lane

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Program Knowledge:

InDesign

Illustrator

Photoshop

Constant Contact

HubSpot

Canva

Monday.com

Trello

Flexitive

Microsoft

Figma

Skills:

Creative Management

Graphic Design

Branding

UX/UI

Content Marketing

B2B & B2C Copy Writing

Operations

Social Media Management

Website Development

Prepress

Client/Vendor Relations

Story Boarding

File Management

Education:

Campbell University

B.A., Graphic Design

May 2013

References:

Available upon request.

Professional Experience**Care Access | Remote****Content Development Manager, May 2022 - Present**

- Writes print, digital, landing page and broadcast advertising for all patient recruitment to increase enrollment
- Manages graphic design of all patient recruitment collateral ensuring all ads abide by brand guidelines
- Reviews clinical research protocols to determine target audiences
- Ensures all advertisements abide by strict company and FDA regulations and are approved by appropriate industry review boards per FDA regulations
- Organizes all digital files and correlating approval documentation
- Collaborates cross-functionally to fulfill content needs of study enrollment, patient engagement, and event attendance

Accellacare (Formerly PMG Research) | Remote**Creative Designer, September 2017 - May 2022**

- Wrote and designed print, digital, and broadcast advertising for over 140 clinical research trials per year
- Reviewed clinical research protocols to determine target audiences
- Ensured all advertisements abide by strict company and FDA regulations
- Supported a team of marketing strategists to ensure all needed advertisements are available at study start
- Facilitated weekly planning/development meetings to review clinical protocols and advertisements for accurate messaging and target audience
- Ensured all advertisements are approved by appropriate industry review boards per FDA regulations
- Organized all digital files and correlating approval documentation
- Supported corporate office with internal and industry facing materials

Putt-Putt, LLC | Winston-Salem, NC**Marketing Associate, November 2013 - June 2017**

- Supported 43 franchise locations with custom graphics
- Presented current marketing trends and new tools to franchise system
- Created graphics for marketing/advertising, facility signage, industry facing collateral and company communication
- Assisted COO in developing manuals/operational handbooks and assisted implementation system wide
- Developed and managed the marketing budget of over \$38,000 per site for corporate owned locations
- Managed social media profiles of corporate-owned locations and increased following 50% and engagement over 200%
- Managed email marketing campaigns to a database of over 6,000 contacts for corporate-owned locations
- Coordinated and attended community events for corporate-owned locations
- Interviewed site staff for corporate owned locations
- Oversaw the development of responsive company website that increased franchise use to 80% in 2015
- Initiated the update of a corporate website to include e-commerce and secure access to brand standards to franchise system in 2016
- Wrote, designed, and distributed monthly franchisee newsletter