

# HANNAH K. SCHWARTZ

Marketing + Brand Strategy

## EXPERIENCE

---

### MARKETING & STRATEGY CONSULTANT, UPPER BEST SIDE MEDIA, N.Y., NY 2011 - PRESENT

- Partnering directly with executives to create innovative marketing and publicity plans for a diverse set of clients across entertainment, music, lifestyle, and nonprofit industries.
- Identifying opportunities, and integrating strategic partnerships, digital experiences, social media strategy, and events to maximize engagement and growth
- Drove impressions 125% (to 175k) and increased business by 45% for educational startup via branding & outreach plans
- Created multi-platform marketing & PR strategy for early-stage nonprofit which significantly increased fundraising
- Developed name, pitch strategy, and deck for Series A finance startup
- Created custom online and digital marketing tools for furniture designer's premiere launch generating immediate inbound press inquiries
- Created web page and ongoing socials strategy for new faith-based organization to generate niche press requests
- Led strategy to bring top Twitch gamer to larger market with management team
- Market research analysis examining youth games market both B2B and B2C
- Created sales strategy for boutique design firm acquired by ex-Google
- Deliver strategy plans for artist management looking for go-to-market owned media, web, and socials plan on new artists

### DIRECTOR - DIGITAL MARKETING, UNIVERSAL REPUBLIC RECORDS, N.Y., NY 2010

- Led all digital marketing efforts by creating multi-platform plans and budgets for premier artists, driving partnerships strategy, and developing innovative branding campaigns
- Expertly managed relationships with a slate of top tier media accounts, including iHeartMedia/ClearChannel, AOL, & Yahoo!
- Created account management system to align digital marketing team priorities
- Created and executed social media campaign strategies across Meta, Twitter, MySpace, SoundCloud, and YouTube.
- Partnered with artist management and boutique labels to create strategy for top artists at top accounts
- Accelerated single sales for Jack Johnson (1.5M sold)
- Amplified press for the *Get Him to The Greek* soundtrack with innovative collaborations via cross-promotions with internal departments and Yahoo! Music and Yahoo! Movies.

### ASSOCIATE DIRECTOR OF DIGITAL SALES & MARKETING, SONY MUSIC, N.Y., NY 2005-2010

- Designed and executed integrated marketing strategy for roster of 35 premier & new artists (Beyonce, Bob Dylan, Sade, Adele, Sara Bareilles, John Legend, etc.)
- Managed PR crises in real time with artists such as Beyonce and John Mayer
- Managed monthly budget meetings with CFO
- Ran meetings at accounts including Amazon, Rhapsody (now Google Music), and Apple Music for quarterly review of business priorities; prepared presentations that were also shared with other team members
- Prepared executive summaries for artist updates on emerging issues, talking points, and label strategy
- Brought Bob Dylan's Modern Times to the digital market (1M+ sold)
- Strategized launch for John Mayer's Continuum (2M+ sold)
- Secured the success of John Legend x iTunes Live at the Palms

## SPECIAL PROJECTS

---

### CREATOR, PRODUCER & WRITER, A GREAT BRITISH BAKING PROJECT, N.Y., NY 2020 - 2021

- 44% avg. engagement rate/followers; 85K avg. impressions; 56K avg. reach

### CREATOR, PRODUCER & DIRECTOR, COOKING x WELLNESS SHOW, N.Y., NY 2015 - 2016

- Produced and directed EPK, managing a production team of 10

## CONTACT

---

(917) 557 - 0197

[hkschwartz@gmail.com](mailto:hkschwartz@gmail.com)  
[linkedin.com/in/hannahkschwartz](https://www.linkedin.com/in/hannahkschwartz)  
[hannahkschwartz.com](http://hannahkschwartz.com)

## AREAS OF EXPERTISE

---

BRAND STRATEGY  
STRATEGIC PARTNERSHIPS  
DIGITAL EXPERIENCES  
BRANDED EXPERIENCES  
BRAND PARTNERSHIPS  
PROJECT MANAGEMENT  
CAMPAIGN MANAGEMENT  
CONSUMER INSIGHTS  
TREND REPORTING  
DATA ANALYSIS  
SOCIAL MEDIA STRATEGY  
TEAM LEADERSHIP  
EVENT MARKETING  
EVENT PRODUCTION  
ACCOUNT MANAGEMENT

## SKILLS

---

MICROSOFT SUITE  
G SUITE  
MACSUITE  
SLACK  
NOTION  
MONDAY

## CERTIFICATIONS

---

CODECADEMY, New York, NY,  
Javascript Intensive

LINKEDIN, Digital Trust and  
Safety Certificate

## EDUCATION

---

NORTHWESTERN UNIVERSITY,  
Evanston, IL,  
B.S., Communication

COLUMBIA BUSINESS SCHOOL  
EXECUTIVE EDUCATION,  
New York, NY

## PUBLIC SERVICE

---

NORTHWESTERN UNIVERSITY  
ALUMNI ADMISSIONS COUNCIL

NEW YORK CARES