

# HANNAH K. SCHWARTZ

Marketing + Experiential Strategy

## EXPERIENCE

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### **DIRECTOR, MARKETING, UPPER BEST SIDE MEDIA, N.Y., NY 2011 - PRESENT**

- Partnering with executives to create innovative marketing and communications plans for clients across entertainment, music, lifestyle, and nonprofit industries
- Creating integrated event-to-digital experiences, social media strategy to maximize engagement and growth
- Curated guest list for We Care Solar's salon at Gloria Steinem's home, driving donor interest and new partnerships with subject matter and media experts
- Drove impressions 125% (to 175k) and increased business by 45% for educational startup via branding & outreach plans
- Created multi-platform marketing, communications, and PR strategy for early-stage nonprofit which significantly increased fundraising
- Created custom event and digital marketing tools for furniture designer's premiere launch, generating immediate inbound press inquiries

### **SENIOR SPECIALIST, MARKETING & PUBLIC RELATIONS, THE JEWISH BOARD OF FAMILY AND CHILDREN'S SERVICES, N.Y., NY 2025- 2026**

- Oversaw marketing strategy and execution for the Jewish Community Services Division
- Special project: liaison for Ari'el Stachel's show, *Other*, partnership; Events included: special viewings for teen clients, talkbacks with Ari'el & JBFCs social workers, and VIP night
- Special project: HereNow Hanukkah event. Talent: Max Cohen, Carly Weinstein, and Nory; 200k+ views on social media; strategic partners included UJA New York, & BBYO

### **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
- Managed partnerships with top accounts including iHeartMedia/ClearChannel
- Created and executed social media campaign strategies across Meta, Twitter, and YouTube
- Partnered with artist management and boutique labels to create strategies for top artists
- Cross-functional matrix collaboration with Universal Pictures for the Get Him to The Greek soundtrack via cross-promotions with Yahoo! Music and Yahoo! Movies.
- Created team-wide account management system to align digital marketing team priorities

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

- Designed and executed integrated marketing strategy for roster of 35 artists
- Managed monthly budget meetings with CFO
- Ran meetings at top tier accounts including Amazon, Rhapsody (now Google), and Apple Music for quarterly reviews; prepared presentations that were shared with the team
- Prepared executive summaries for updates on emerging issues, talking points, and strategy
- Product launch Bob Dylan's Modern Times & John Mayer's Continuum
- Produced partner events and content: John Legend x iTunes Live at the Palms, and more

## CONTACT

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(917) 557 - 0197

[HKSCHWARTZ@GMAIL.COM](mailto:HKSCHWARTZ@GMAIL.COM)

[LINKEDIN](#)

[MY SITE](#)

## AREAS OF EXPERTISE

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BRANDED EXPERIENCES  
EXPERIENTIAL MARKETING  
EVENT PRODUCTION  
ACCOUNT MANAGEMENT  
TEAM LEADERSHIP  
MARKETING COMMUNICATIONS  
BRAND PARTNERSHIPS  
CAMPAIGN MANAGEMENT  
DATA & REPORTING

## SKILLS

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MICROSOFT SUITE  
G SUITE  
MACSUITE  
NOTION  
MONDAY  
CANVA

## EDUCATION

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

COLUMBIA BUSINESS SCHOOL  
EXECUTIVE EDUCATION,  
New York, NY

## PUBLIC SERVICE

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NORTHWESTERN UNIVERSITY  
ALUMNI ADMISSIONS COUNCIL

NEW YORK CARES