

HANNAH K. SCHWARTZ

Branding + Marketing

EXPERIENCE

DIRECTOR, BRANDING & 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
- Identifying opportunities, and integrating strategic partnerships, integrated event-to-digital experiences, social media strategy 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, communications, and PR strategy for early-stage nonprofit which significantly increased fundraising
- Developed name, pitch strategy, and deck for Series A finance startup
- Created custom event and digital marketing tools for furniture designer's premiere launch, generating immediate inbound press inquiries
- Created website and socials strategy, generated press requests for faith-based organization
- Led strategy to bring top Twitch gamer to a 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-Gogler
- Deliver strategies for artist management looking for integrated execution of go-to-market via earned and owned media, and socials for 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
- Managed partnerships with top accounts including iHeartMedia/ClearChannel, AOL, & Yahoo!
- Created team-wide 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 strategies for top artists
- Omnichannel product launch campaign for Jack Johnson (1.5M sold)
- Cross-functional matrix collaboration with Universal Pictures for the *Get Him to The Greek* soundtrack via cross-promotions with 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
- Managed monthly budget meetings with CFO
- Ran meetings at top tier accounts including Amazon, Rhapsody (now Google), & Apple Music for quarterly reviews; prepared presentations that were shared with other team members
- Prepared executive summaries for updates on emerging issues, talking points, and strategy
- Product campaign strategy and execution Bob Dylan's Modern Times (1M+ sold)
- Brand and product launch campaign for John Mayer's Continuum (2M+ sold)
- Produced Partner event and content: 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

[linkedin.com/in/hannahkschwartz](https://www.linkedin.com/in/hannahkschwartz)

hannahkschwartz.com

AREAS OF EXPERTISE

BRAND STRATEGY
ACCOUNT MANAGEMENT
TEAM LEADERSHIP
BRANDED EXPERIENCES
MARKETING COMMUNICATIONS
EXPERIENTIAL MARKETING
EVENT PRODUCTION
BRAND PARTNERSHIPS
INFLUENCER MARKETING
CAMPAIGN MANAGEMENT
CONSUMER INSIGHTS
DEMAND MARKETING
LIFECYCLE MARKETING

SKILLS

MICROSOFT SUITE
G SUITE
MACSUITE
NOTION
MONDAY

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