

# HANNAH K. SCHWARTZ

Branding + Marketing

## EXPERIENCE

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

- Overseeing marketing strategy and day to day needs for the Jewish Community Services Division of JBFCFS inclusive of HereNow Teen Initiative, Jewish Addiction Services, Grief Services, Jewish Specialty Treatment Teams, and Crisis Response
- Special project: Ari'el Stachel's one man show, *Other*, partnership for [mental health resources](#), special viewings for teen clients, & talkbacks with the star & Jewish Board social workers, VIP night for Jewish Board trustees & donors
- Special project: HereNow Hanukkah event. Talent included: Max Cohen, Carly Weinstein, and Nory with over 200k views on social media; strategic partners included UJA New York, & BBYO
- Maintaining relationship with Rubenstein PR

### DIRECTOR, BRANDING & MARKETING UPPER BEST SIDE MEDIA, N.Y., NY 2011 - 2025

- 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
- Market research analysis examining youth games market both B2B and B2C
- 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
- 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 launch Bob Dylan's Modern Times & John Mayer's Continuum
- 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

[hkschwartz@gmail.com](mailto:hkschwartz@gmail.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