

HANNAH K. SCHWARTZ

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WORK EXPERIENCE

Freelance Marketing & Events Consultant New York & Chicago 2011-present

- Create & execute individual digital/marketing & publicity plans – per diverse set of clients' needs, with Poppy Music (now mtheory), and with FreshTracks music talent and lifestyle brands
 - City Smarts: created social media branding plan drove up student impressions 125%, and outreach plan for parents that increased new business 45% in school year, and increased profile in a saturated market
- Partnered with Saturn Advisory on a recruitment project for new tech company
- Conceived, created, produced, directed, and shopped a cooking show with the team at Fox Rothschild. EPK on website
- Planned 3 weddings and related events for ~200 attendees; managed \$50k and \$100k budgets - hired, and coordinated with vendors; managed events; planned menu and decor
- Consulted for girls in STEM nonprofit 11 Betties 2013 – 2015
 - Created a marketing and press strategy for 11Betties.org and socials for launch and ongoing; Found group a 501C3 Fiscal Sponsor
 - Raised \$10,000+ for group
 - Created initial fundraiser via Indiegogo platform; Wrote best practices for fundraising going forward

Universal Republic Records – Director of Digital Marketing New York, NY April - July, 2010

- Created and executed marketing plans and budgets for premier artists' album campaigns, including **Jack Johnson** (*1 million sold Single and 500,000 sold Single*)
- Strategized artist/branding development campaigns and budgets for new artists, **Atomic Tom and The Rescues** Both bands came to label from heated label bidding wars
 - **Atomic Tom:** Crafted social media strategy and grew fanbase using Facebook. Created authentic connections between band and fans, and built brand identity to increase radio promotion and sales
- Managed relationships with major online press/video portals: AOL, Yahoo, ClearChannel (now iHeartMedia), and Vevo
- Innovated cross-promotions with other departments for such projects as **Get Him to The Greek** Soundtrack
- Created project management systems and best practices guidelines within the Digital Marketing Team to create an organized team with a shared information dynamic

Sony Music – Associate Director of Digital Sales & Marketing New York, NY 2008 – March, 2010

- Managed advertising plans and budgets for top retail account with a projected yearly budget of \$1M+
- Created and executed artist development and project marketing strategy for premier and new artists, including:
 - Beyonce:** 9 Multi-Million Singles sold, 18 Singles sold 500,000+, 6 Albums sold 1 Million+
 - Bob Dylan:** 1 Album sold 1 Million, 3 Albums sold 500,000
 - Sade:** Album sold 1 Million
 - Sara Bareilles:** Album sold 1 Million, 2 Singles sold 1 Million, 2 Singles sold 500,000
 - Adele:** Album sold 1 Million+, 4 Singles sold 1 Million+, 1 Single sold 500,000
 - John Legend:** Album sold 1 million, Single sold 500,000 - live project on website
- **Bob Dylan:** Grew fanbase younger for the album Modern Times with iPod commercial (2007). Managed up, consulting with artist management on the contract, pre production, post production; and planned and executed album marketing around the ad. Created digital market interest for this artist. Ad on website
- **Sara Bareilles:** Pitched and secured prestigious iTunes Single of the Week. Promoted and directed marketing campaign which increased single and album sales. Pitched and confirmed Rhapsody/MTV national campaign featuring the second single which propelled album to 1 million sold. Ad campaign on website
- Collaborated with Marvel, Disney Studios, and AC/DC management to market and sell Iron Man 2 Soundtrack - album sold 500,000
- Developed and implemented retail plans for album launches and long-term retail promotions for artists with digital retail partners: iTunes, Amazon, Walmart.com, BN.com, Microsoft, Rhapsody, and Borders.com; worked with these partners to create and meet individual sales goals

VOLUNTEER EXPERIENCE

New York Cares – Volunteer New York, NY 2014 – 2017

- Assisted English learners to improve reading, speaking, and cultural fluency
- Led ESL group conversations

EDUCATION

Columbia University New York, NY

Continuing Education Program: Finance Course

Northwestern University Evanston, IL

School of Communications, Bachelor of Science in Communication

Honors: Dean's List, National Society of Collegiate Scholars