

Hanna Porterfield

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EDUCATION:

Michigan State University

Bachelor of Arts, Advertising – Specialization, Public Relations

Expected Graduation May 2014

East Lansing, MI

EXPERIENCE:

Michigan Economic Development Corporation

September 2013-Present

PUBLIC RELATIONS INTERN

Lansing, MI

- Write press releases, blog posts and project descriptions about grants, entrepreneurial stories, new business ventures etc.
- Monitor social media conversations on two pages of the Pure Michigan brand, totaling more than 13,200 Facebook likes and more than 7,700 Twitter followers as well as media coverage around the MEDC brand, multiple times a day
- Send out newsletters, press releases and media advisories to appropriate media contacts and more than 560,000 e-mail subscribers; proficient using GovDelivery and Vocus Public Relations

Sparty's

August 2010-January 2013 and August 2013- Present

OPERATIONS STUDENT SUPERVISOR

East Lansing, MI

- Schedule operations shifts for 30 student employees, email updates, communicate between team and managers
- Auditing of operational processes, reporting on sites and upkeep price books through MS Excel

MediaCom

June 2013-August 2013

COMMUNICATIONS PLANNING INTERN

New York, NY

- Learned and used MediaTools, Kantar Strategy, eTelmar and more to analyze competitive data
- Help plan and execute media strategies for clients as well as present with multiple partner agencies
- Clients included: Volkswagen, Sargento, Realogy, and Shell Rotella

Michigan Campus Compact

January 2013-May 2013

MARKETING/COMMUNICATIONS INTERN

Lansing, MI

- Researched, interviewed, photographed, and developed stories for Compact Magazine
- Wrote press releases for MCC's Outstanding Student Service Awards to create event coverage as well as assisted in execution of other meetings/conferences

MSU Student Alumni Foundation

April 2012-April 2013

ASSOCIATE DIRECTOR OF MARKETING- INTERN

East Lansing, MI

- Used Adobe Creative Suite to effectively market all programs, on website and social media; including The Izzone (men's basketball), The Sparty Mascot Program, design of the 2013 CASE ASAP District 5 Conference hosted at MSU, February '13

HONORS & ACTIVITIES:

Public Relations Student Society of America – Ned S. Hubbell Chapter

Nov 2012-Present

- DIRECTOR OF SPEAKER OUTREACH for "Electing Excellence" Regional Conference, East Lansing, Mich., February 2014
- ACCOUNT ASSOCIATE at Hubbell Connections, student-run public relations firm. Client: Impact 89FM-WDBM
- Attended "Foundation for Innovation" National Conference, Philadelphia, October 2013
- Writer and blogger, *imPReSSIONS* monthly newsletter and hubbellconnections.com/blog

Alpha Kappa Psi – Gamma Mu Chapter

Dec 2011-Present

- VICE PRESIDENT EXTERNAL (Feb. – Nov. 2013) oversaw 10 committees including: Alumni, Community Service, Efficiency, Faculty, Field Trip, Fundraising, Philanthropy, Professional, Public Relations, and Regional Relations
- Revamped social media platforms with a 21% increase in Facebook likes and Twitter followers
- Attended Principled Business Leadership Institute, Chicago, February 2013

LeaderShape Graduate leadershape.org

May 2013

New Media Driver's License Certified newmediadl.cas.msu.edu

Spring 2013

Spartan Ambassadors

January 2011-May 2013