

# HANNA PORTERFIELD

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## PROFESSIONAL EXPERIENCE

### **Development Counsellors International**

ACCOUNT MANAGER  
SENIOR ACCOUNT EXECUTIVE  
ACCOUNT EXECUTIVE  
ASSISTANT ACCOUNT EXECUTIVE

**New York, NY**  
APRIL 2018 – PRESENT (Chicago)  
DECEMBER 2016 – MARCH 2018  
NOVEMBER 2015 – DECEMBER 2016  
MAY 2014 – NOVEMBER 2015

- Execute public relations and marketing plans for international, state, city and regional economic development organizations, while serving as day-to-day client contact and managing junior staff
- Manage multiple client accounts and junior staffers
- Coordinate events including press trips & media tours with top-tier reporters & c-suite executives
- Write bylines, op-eds, media pitches, press releases, blog posts and website content
- Manage daily and supplementary social media content for multiple clients; specifically, increased Twitter followers by 125% over 2 years and averaged 90k impressions/month for one client, and launched global Instagram page for international client, ahead of competitors; in addition, spearhead social media strategy across entire economic development division
- Oversee digital marketing efforts on client accounts including scheduled and timely e-newsletters, list upkeep
- Lead new business proposals and renewal contracts totaling \$325,000+ in 2017, assisted on the same totaling \$400,000+ in 2016; continue to lead business development efforts in the Midwest
- Retainer clients: The Netherlands; New Jersey; Texas; Michigan; Charleston, SC; Orlando, FL; San Marcos, TX. Project clients: Japan; Costa Rica; U.S. Virgin Islands; Virginia; Muskegon, MI

### **Michigan Economic Development Corporation**

PUBLIC RELATIONS INTERN

**Lansing, MI**  
SEPTEMBER 2013 – MAY 2014

- Wrote press releases, blogs, project descriptions about grants, entrepreneurs, new business and tax incentives
- Monitored and drafted social media content on two pages of the *Pure Michigan* brand, reaching an audience of 13,200+ on Facebook and 7,700+ on Twitter
- Drafted and distributed press releases/advisories to media, and e-newsletters to lists exceeding 560,000

## EDUCATION

### **Michigan State University**

Bachelor of Arts, Advertising; Specialization, Public Relations

**East Lansing, MI**  
MAY 2014

## BOARD POSITIONS

### **Public Relations Society of America**

*New Professionals Section* – National Chair (2018), Chair-Elect (2017),  
Blog Co-Chair (2016), Newsletter Co-Chair (2015)  
*Tri-State District* – Associate Director of Events (2017)  
*New York Chapter* – Networking Chair (2017)

### **Michigan State University Alumni Club of Greater New York**

Vice President (2015 – 2018), Communications Chair (2014)

## VOLUNTEER ROLES

### **Michigan State University College of Communication Arts and Sciences**

Pro-bono editing for public relations courses (2016 – present)

### **HEAF: Harlem Educational Activities Fund**

Events volunteer for holidays, fundraising and career day (2015 – 2017)

## SKILLS & STRENGTHS

Campaign Monitor, Cision, editing, event planning, Facebook, Google Analytics, graphic design, Hootsuite, Instagram, leadership, LinkedIn, Mailchimp, media relations, organization, pitching, presenting, public speaking, Slack, social media, SocialToaster, Twitter, website development, writing.