



Hannah Johnson

CONTACT

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[LinkedIn Profile](#)
[Portfolio](#)

EDUCATION

University of Mississippi
School of Journalism and New
Media
*Bachelor of Science in
Integrated Marketing
Communications*
Minor in Business
Specialization in Sports
Promotions & Communications
Graduated: December 2022

SKILLS

Design
*Photography • Graphic
Design • Digital Media
Digital Marketing • Content
Development • Procreate • Slate
Teams • Canva*

Adobe Creative Cloud
*Photoshop • InDesign
Illustrator • Lightroom •
Premiere Pro*

Social Media
*Facebook • Instagram • Twitter •
TikTok • Snapchat*

Microsoft
PowerPoint • Excel • Word

Other
Slack • PhotoShelter

EXPERIENCE

ORGANIC SOCIAL MEDIA SEASONAL ASSISTANT

Los Angeles Chargers

Costa Mesa, CA | (6/23 – present)

- Ideated, built and filmed our 2024 schedule release (over 40M views) with a team.
- Monitor the daily social activity of fans, brands, and teams to identify trends and best practices.
- Execute daily posting and content aggregation on all Chargers social media platforms including Instagram (1.1M followers), Twitter (1.1M followers), Facebook (1.4M followers), TikTok (1.3M followers), LinkedIn (51k followers), ChargersCR Twitter (5k followers), and ChargersPup Instagram (15.9k followers).
- Facilitate the creation of video and graphics with the content team.
- Produce short-form videos to be used on all social channels.
- Document various community events, enhancing team-community engagement.
- Manage and tag content efficiently using asset management and social listening software, Emplifi.
- Formulate promotional content plans for specific events and initiatives.
- Utilize Adobe Creative Cloud programs such as Premiere Pro and Photoshop to create graphics, videos, and reels.

SOCIAL MEDIA & DIGITAL STRATEGY ASSISTANT

Ole Miss Athletics

Oxford, MS | (12/22 – 4/23)

- Serve as the primary contact for Men's Golf, Women's Tennis, Rifle, Soccer, and secondary contact for Baseball, Men's Basketball, and Football.
- Generate real-time storytelling content that conveys relevant in-game updates and showcases athletes' accomplishments and fan experience.
- Manage a team of 12 interns and delegate assignments within each sport.
- Create Instagram stories and posts for our four ticketed sports; Football (190k followers), Baseball (176k followers), Men's Basketball (33k followers), Women's Basketball (13.5k followers), as well as our Olympic sports, such as Men's Golf, Soccer, Women's Tennis, and Rifle.
- Create Facebook and Twitter posts for each sport.
- Caption and schedule posts, including sponsored content, on Sprout.
- Evaluate social media analytics to determine success of posts.
- Research game notes and external sources to brainstorm content ideas.
- Track fan engagement and feedback to optimize social media strategy.
- Work in Twitter's Media Studio live-tweeting plays.
- Use Adobe Creative Cloud to create player and match day graphics, as well as post-game galleries.
- Collaborate with productions, graphic designers, email marketing, and marketing.
- Create graphics, videos, and reels using Adobe Creative Cloud.

DIGITAL MARKETING & FAN EXPERIENCE INTERN

Ole Miss Athletics

Oxford, MS | (9/20 - 12/22)

- Generate real-time storytelling content that conveys relevant in-game updates and showcases athletes' accomplishments and fan experience.
- Create Instagram stories and posts for our four ticketed sports; Football (190k followers), Baseball (176k followers), Men's Basketball (33k followers), Women's Basketball (13.5k followers), as well as our Olympic sports, such as Volleyball (25.1k followers) and Soccer (11.3k followers).
- Create Facebook and Twitter posts for each sport.
- Caption and schedule posts, including sponsored content, on Sprout.
- Evaluate social media analytics to determine success of posts.
- Research game notes and external sources to brainstorm content ideas.
- Edit Photoshop graphic templates to create images for posts.
- Help train new student workers in each of the above duties.
- Generate user awareness and brand recognition for our fan loyalty app, Rebel Rewards.
- Distribute marketing collateral for all sports.