

# JACQUELINE HANSON

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## APPLICABLE SKILLS

- HubSpot Social Media Marketing Certified
- HubSpot Email Marketing Certified
- Google Analytics for Beginners Certified
- Extensive knowledge of Twitter, Instagram, Facebook, Pinterest, LinkedIn, Wix, Weebly,
- Proficient in Microsoft Office Suite
- Proficient in Google Workspace
- Experience with Adobe Lightroom and Illustrator
- Proficient with editing apps Canva, VSCO, Unfold, PicsArt, Phonto, UNUM, Prequel,
- Experience with Python and SQL

## EDUCATION

### University of San Francisco (USF) | May 2020

B.S., Business Administration, Hospitality Management, 3.53 GPA

### Ramon Llull University, HTSI Hospitality Program, Barcelona, Spain | August - December 2018

Study Abroad Program, 4.0 GPA

## VOLUNTEER/LEADERSHIP

### Delta Zeta Sorority | September 2016 - May 2020

#### VP Membership Committee Member

- Corresponded with the VP of Membership to seamlessly execute recruitment events for 200 members, and attended philanthropy events and weekly chapter meetings

#### Cabinet Board Member

- Coordinated under the executive board to meet programming deadlines resulting in successful chapter campaigns

### Student Housing, USF | August 2017 - May 2018

#### Resident Advisor

- Acted as a mandated reporter for over 20 students, and volunteered for 24 hour on duty calls

## RELEVANT EXPERIENCE

### DELTA ZETA SORORITY, XI LAMBDA CHAPTER, USF | 2019

#### Public Relations and Social Media Strategist

- Resulted in an increase of 500 Instagram followers and increased engagement by over 100 likes per post
- Posted 1-2 posts per week, included approximately 250 members in total posts
- Executed 5-6 campaigns throughout the year from start to finish
- Used Lightroom, VSCO, Unfold, Canva, Phonto, and PicsArt to create posts
- Worked as a leader for assistants, distributing tasks and setting deadlines

### SL HOSPITALITY, SAN FRANCISCO, CA | MAY 2019 - FEB 2020

#### Events and Marketing Intern, Hostess

- Managed, organized, and delivered catering orders for Palm House, increased revenue by \$3,000 a month
- Executed over 75 events at Palm House, The Dorian, Bergerac, and Audio, and ensured positive outcomes for clients
- Created flyers and signage for event and socials using Adobe Illustrator

### VITALITY DANCE SF, USF | AUGUST 2017 - MAY 2020

#### Public Relations and Social Media Chairwoman, Secretary

- Resulted in 10% overall higher engagement on Instagram posts
- Had over 200 RSVPs on Facebook for annual showcase
- Marketed weekly and annual events using Canva and Lightroom

## OTHER EXPERIENCE

### THE BUNGALOW RESTAURANT, CORONA DEL MAR, CA | MAY-AUGUST 2018

#### Hostess

- Resolved customer dissatisfaction issues and reconciled negative situations into positive ones
- Utilized phone etiquette and organizational skills to surpass expectations of customers

### ZOV'S BISTRO, TUSTIN, CA | MAY - AUGUST 2017

#### Hostess

- Monitored reservations through Open Table and Yelp, enhancing the restaurant's overall flow
- Dealt with money and deposits at the pastry counter