

# HANNAH ZWEMER

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## WORK EXPERIENCE

### RECOVERY WORLDWIDE

Orlando, FL | December 2021—Present

#### Digital Content Writer

December 2021—Present

- Research, write, and publish upwards of 36 SEO-optimized, compelling blogs, articles, and web pages resulting in roughly 200,000 total page views and an average of 3 minutes spent on a page over the last year
  - Received 40,000 page views in one day on a piece due to careful and accurate search trend predictions coupled with excellent content writing, summarizing, synthesizing, and reporting skills
- Edit, proofread, and format web content from medical professionals to align tone, voice, and style for 3 brands; input all content to WordPress
- Effectively manage competing priorities to deliver quality work and consistently meet deadlines
- Pitch relevant interesting/unique piece ideas to Content Director to increase and widen readership

#### Social Media Coordinator

March 2022—Present

- Manage 12 social media platforms between Facebook, Instagram, and Twitter for 4 brands
  - Grew Addiction Center's Instagram followers by roughly 11% over 7 months
- Design/caption roughly 4-8 unique, eye-catching graphics every week to attract viewers using Canva
- Experiment with new and innovative ways to gain interest and interaction from a wide range of users by utilizing varied campaigns (*Facility Spotlight Friday, Wisdom Wednesdays, Recovery Spotlight*, etc.) and different formats (reels, videos, carousels, single posts, etc.) to raise brand awareness

### WALT DISNEY WORLD RESORT

Orlando, FL | August 2017—December 2021

#### Character Performer (*Disney College Program: August 2017—May 2018*)

August 2017—November 2020

- Enhanced Guest experiences by initiating and improvising interactions to bring beloved Disney characters to life
- Demonstrated creative storytelling to engage target audience in a customer-facing role
- Researched various characters like Chip 'n' Dale, Jessie, Winnie the Pooh, and others, to match tone, voice, and style to promote brand consistency and perform/embody specific, recognizable mannerisms

#### Merchandise Cast Member

November 2020—December 2021

- Transferred into Merchandise role based on business needs and quickly adapted to customer associate role
- Promoted to Merchandise Trainer after six months due to exceptional attitude, great work ethic, and the ability to instruct effectively and kindly
- Recognized by Disney Parks' Chairman, Josh D'Amaro, for proposal outlining inclusive updates to company dress code based on culture, power, and identity concerns

## EDUCATION

University of Denver, University College | **MA in Professional Creative Writing** | November 2021

Emphasis/Concentration: **Creative Nonfiction** | Certificate: **Culture & Diversity**

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Denison University | **BA in Dance; Minor in Educational Studies** | May 2017

## SKILLS AND INTERESTS

**Soft skills:** Growth Mindset | Critical thinker | Intentional communicator | Empathetic | Organized | Integrous

**Technical skills:** SEO-optimization | Editorial experience | Content Writing | Proofreading | Content Ideation

**Interests:** Crafts, creative writing, dance, dogs, plants, reading, thrifting, gaming