

HANNAH MORRISON SHULTZ
319-541-7357
Morrison.shultz@gmail.com
hannahmorrisonshultz.com

UNIVERSITY OF IOWA
BA, Spanish, International Studies

SCHOOL OF INTERNATIONAL SERVICE, AMERICAN UNIVERSITY
MA, Ethics, Peace & Global Affairs

MANAGEMENT
organizationally minded, strategic planning, staff supervision & development, project management, helps others with goal-setting, critical thinking, outcome oriented, problem solving, event planning, conflict management, provides & asks for feedback, interviewing, training, task management & prioritization

COMMUNICATION
technical writing, press releases, public speaking, blogging, social media, media outreach, active listening, synthesize complex ideas, event promotion, brand alignment, content management & strategy

WEB / COMPUTER
html, Wordpress, CRM, NationBuilder, Blue State Digital, Drupal, Microsoft Office, Hootsuite, Google applications, Apple and Windows operating systems, Adobe Creative Suite

LANGUAGE
Spanish fluency, basic knowledge of Portuguese

NATIONAL WIC ASSOCIATION (Wash, DC) ..2015 – present

- Manage three-year, \$6+ million outreach and marketing campaign
- Develop and lead in-person and online workshops and resources for state and local agencies to enhance their digital outreach and education activities
- Oversee contracted creative team and supervise one staff person
- Represent NWA at national and state conferences and meetings
- Build relationships with state WIC agencies and directors to ensure participation in NWA campaigns
- Manage content development, including email blasts, blogs, fact sheets, infographics
- Support planning, marketing, and logistics for conferences
- Increased engagement on Facebook and Twitter by approximately 4000%

FREELANCE DIGITAL MEDIA & COMMUNICATIONS CONSULTANT2014 – 2015
clients included: the love your neighbor coalition, church women united, daughters of wisdom, united methodist women

- Pushed organizations to think strategically about communications and digital goals
- Reviewed, critiqued, recommended changes to digital strategy
- Wrote web copy, email blasts, and social media posts

350.ORG (Washington, DC)2012 – 2013

- Recruited, hired, and managed up to 15 translators working from 5 continents in 4-10 languages
- Tripled translator pool while improving quality and freeing staff
- Transitioned to a web-based tool to improve accuracy, consistency, efficiency
- Improved cultural relevance of multilingual content

CENTER FOR HEALTH COMMUNICATION AND SOCIAL MARKETING, UIOWA (Iowa City, IA)2009 – 2011

- Recruited, trained and supervised bilingual team of 10-15 interviewers, transcribers, and translators
- Organized data collections and events across the state of Iowa
- Conducted phone interviews with school administrators and grant recipients

SALVADORAN ENTERPRISES FOR WOMEN (Silver Spring, MD)2012 – present
board member

PROFESSIONAL DEVELOPMENT
Introduction to Graphic Design Software, Montgomery College.....2015
Proposal Writing Basics, Introduction to Finding Funders, How to Approach a Foundation, Your Board and Fundraising, Introduction to Fundraising Planning, The Foundation Center2014 – 2015
Citizen Muscle Boot Camp, Story of Stuff2014
HTML Course, Code Academy.....2013