

# Hannah Van Drunen

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## Education

**MIAMI UNIVERSITY - Oxford, OH**

*Farmer School of Business*

**Major:** Marketing and **Minor:** Entrepreneurship

*Expected Graduation: May 2026*

**GPA 3.82/4.0**

## Internship Work

**Daisy Makes**

Kent, OH

*Social Media Marketing Intern*

*Jun 2025-present*

- Managed influencer partnerships across a 61K following on Instagram and TikTok, driving 3.6K organic follows in 2 months
- Created daily short-form content averaging 15K views, using brand storytelling and video editing to drive 5,655 website clicks

**Journey Wealth**

Cleveland, OH

*Marketing Intern*

*Jun 2024-Aug 2024*

- Demonstrated deep brand knowledge by proposing innovative strategies in a 60-slide marketing deck for 8 company executives
- Produced 80+ data-driven infographics and crafted LinkedIn posts to support content creation, brand storytelling, and awareness.

**Trinity Pension Consultants**

Fairlawn, OH

*Defined Benefit Analyst Winter & Summer Intern*

*Jan 2022-Aug 2023*

- Applied design proficiency in Umbraco by independently updating 20+ digital content posts to strengthen industry education
- Developed relationship management skills by shadowing 2 Regional Sales Directors, enhancing in-person client communication

## Independent Work

**“All Things Health”**

Remote

*Content Creator*

*Nov 2024-Present*

- Generated \$1K+ in sales within 2 months as an affiliate for Branch Basics, Élan Pure, and Primally Pure through UGC videos
- Created and edited 60+ short-form UGC videos using authentic storytelling and video production across TikTok and Instagram

**“All Things Kitchen”**

Remote

*Founder*

*Jun 2024-Present*

- Founded and scaled a micro-bakery with entrepreneurial initiative through using content creation to drive awareness and sales
- Achieved 1st-week profitability by offsetting all ingredient costs and generating net revenue through ingredient cost management

**Arbonne**

Remote

*Independent Consultant*

*July 2024-July 2025*

- Facilitated product demonstrations and influencer-style giftings for 12 attendees, driving \$2,000 in sales by authentic storytelling
- Proactively supported 12 clients by tailoring personalized product recommendations via scheduled calls and text-based check-ins

## On-Campus Work

**Fitness on High**

Oxford, OH

*Studio Manager & Website Designer*

*Jan 2025-May 2025*

- Lead a 53-person team, overseeing 90 weekly classes, staffing all 83 hours of operation, and serving as the main contact point
- Strategically drove 9K website clicks, generated 26K in revenue, and engaged 800 inboxes through an email campaign in week 1
- Designed a 6-page website, driving 26K+ site sessions and \$120K in revenue within 2 months of launch via strategic positioning

**Miami Recreational Center**

Oxford, OH

*Group Fitness Instructor*

*Aug 2024-May 2025*

- 1st in a cohort of 8 to finish a 12-week training, gaining confidence to independently teach 4 weekly classes with 40+ attendees
- Proved strategic sales skills through securing \$70K in capital within 1 week by enrolling 775 students in a fitness pass program

**Abbott Nutrition Case Competition**

Oxford, OH

*Team Member*

*Aug 2024-Dec 2024*

- Developed a \$48.9M strategy in a 13-week case competition, targeting a \$1.7M opportunity within the blue-collar workforce
- Placed 3rd place out of 12 by delivering a data-driven analysis to accomplish the goal of double-digit growth for Pedialyte

**First Year Integrated Core Department**

Oxford, OH

*Student Associate*

*Aug 2023-May 2024*

- Designed a 20-page WordPress site for 800 students and 20 faculty, demonstrating self-taught design proficiency and initiative
- Executed a 40-person event after 4 months of overseeing vendor communication, catering, awards, flyer design, and budgeting

**RedHawk Ventures**

Oxford, OH

*Director of Internal Communications and Treasurer*

*Aug 2022-May 2024*

- Secured a 100% member retention and 85% attendance rate by coordinating weekly emails and tracking attendance efficiently
- Managed club funding by independently learning Miami University's funding platform, ultimately increasing capital by 50%

Technical Skills: Adobe, Canva, CapCut, LinkedIn, PowerPoint, Salesforce, SPSS, SQL, Tableau, TikTok, Umbraco, Wix, and WordPress

Certifications: Hubspot Academy “Inbound Marketing” | DataBricks “Generative AI” | Great Learning “Advanced Cyber Security”

Interests: Faith, HYROX, Journaling, Kombucha, Lifting, National Parks, Non-Toxic Swaps, Scrapbooking, Skiing, and Sourdough