

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 3.87/4.0

Internship Work

Daisy Makes

Social Media Marketing Intern

Kent, OH

Jun 2025-Present

- Managed influencer partnerships across a 68K following on Instagram and TikTok, driving 6.5K organic follows in just 6 months
- Created daily short-form content averaging 25K views, using brand storytelling and video editing to drive 11,560 website clicks

Journey Wealth

Marketing Intern

Cleveland, OH

Jun 2024-Aug 2024

- Demonstrated deep brand knowledge by proposing innovative strategies in a 60-slide marketing deck for 8 company executives
- Delivered 80+ data-driven infographics and 25+ LinkedIn posts supporting content creation, brand storytelling, and awareness

Trinity Pension Consultants

Defined Benefit Analyst Winter & Summer Intern

Fairlawn, OH

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”

Content Creator

Remote

Nov 2024-Present

- Generated \$1.5K in sales as an affiliate partner for Branch Basics, Élan Pure, Esas, and Primally Pure through personalized UGC
- Created and edited 60+ short-form UGC videos using authentic storytelling and video production across TikTok and Instagram

“All Things Kitchen”

Founder

Remote

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

Independent Consultant

Remote

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

Studio Manager & Website Designer

Oxford, OH

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

Group Fitness Instructor

Oxford, OH

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

Team Member

Oxford, OH

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

Student Associate

Oxford, OH

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

Director of Internal Communications and Treasurer

Oxford, OH

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