

# HANNA M. ESPIE

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## EDUCATION

UNIVERSITY OF CALIFORNIA SAN DIEGO  
*CERTIFICATION IN COPYEDITING*

Completed December 2015

MICHIGAN STATE UNIVERSITY, EAST LANSING, MI  
*BACHELOR OF ARTS IN COMMUNICATION*  
*SPECIALIZATION IN PUBLIC RELATIONS*  
GPA: 3.8/4.0

Graduated December 2012

## EXPERIENCE

APPALACHIAN TRAIL, GEORGIA TO MAINE  
*THRU-HIKER*

March 2018 to October 2018

- Achieved the goal of hiking the 2,190.9 miles of the Appalachian Trail
- Wrote and published nine blog posts on *The Trek*
- Communicated and coordinated resupply with a logistical support team
- Maintained focus and determination in adverse and stressful conditions

REDLEAF PRESS AND THINK SMALL, ST. PAUL MN  
*MARKETING SPECIALIST*  
*MARKETING ASSISTANT*

February 2016 to September 2017  
June 2014 to January 2016

- Collaborated to create and deploy 80+ email promotions resulting in \$81,160+ sales
- Copyedited and proofed copy for over 300 titles in nine catalogs
- Wrote and maintained metadata of 75+ tip sheets for frontlist and backlist titles
- Managed 200+ projects from departments across the agency, with an emphasis on branding and quality control
- Analyzed and tracked monthly marketing data on website traffic, social media, e-promo, AdRoll, and AdWords engagement
- Brainstormed and helped implement marketing campaigns to increase brand awareness
- Maintained and optimized metadata for two websites
- Coded and sorted house mail lists for fall, spring, and winter catalog mailings
- Created and maintained the Marketing and Communication Team project calendar

CONSORTIUM BOOK SALES AND DISTRIBUTION, MINNEAPOLIS MN  
*ACADEMIC AND LIBRARY MARKETING INTERN*

February 2014 to May 2014

- Wrote and distributed quarterly children's publisher newsletter
- Built and published semester new release feature newsletter and monthly arts newsletter
- Published updates and managed social media platforms using Hootsuite
- Researched and selected contacts using Market Data Retrieval system
- Assembled academic contacts list for email blast in Emma

FAITH CATHOLIC PUBLISHING AND COMMUNICATIONS, LANSING MI  
*MARKETING INTERN*

January 2013 to May 2013

- Researched and maintained four target audience and client databases
- Drafted copy for two promotional brochures
- Created social media posts and updates
- Compiled and analyzed target market data

## ACTIVITIES

Appalachian Trail Blogger, *The Trek*, [thetrek.co/author/hanna-espie](http://thetrek.co/author/hanna-espie)  
Member, Editorial Freelancers Association  
Member, Minnesota Publisher's Roundtable  
Account Associate, Hubbell Connections Student-Run Agency  
Member, MSU Public Relations Student Society of America  
Travel to 18 countries

March 2018 to Present  
May 2017 to Present  
June 2014 to August 2017  
January 2012 to December 2012  
August 2011 to May 2012