

Hannah Fell

Wilmington, North Carolina | 904-501-1942 | hannahfell4@gmail.com

EXPERIENCE

HMP Global

Malvern, PA (Remote)

Digital Managing Editor

September 2022–May 2023

WoundSource

- Researched and identified trends and topics of interest for the publication's audience.
- Managed communication and relationships with the Editorial Board, including key content collaborations with partner organizations and academic institutions.
- Managed and oversaw content development, production, and promotion on a deadline.
- Led collaborations to increase brand awareness and increase audience reach.
- Edited, wrote, and developed print and multimedia content for *WoundSource*.
- Worked with companies and division leads to develop content strategies for fulfillment of sponsored campaigns.
- Developed and oversaw social media strategy to increase following.

14 West Administrations

Baltimore, MD (Remote)

Managing Editor

January 2022–August 2022

Assistant Managing Editor

December 2019–January 2022

Creating Wealth Publications

- Created, edited, managed and produced SEO-targeted content for *diywealth.com*.
- Recruited and worked with international writers on editorial content, which included editing it for publication.
- Aggregated, updated, conceptualized and wrote reports, tools and infographics for Japanese and U.S. affiliates for various newsletters.
- Managed stock portfolio updates, as well as research stock/company information, in order to provide legal backup for claims made in editorial copy for international clients.
- Tracked and reported analytics for *diywealth.com*.
- Edited, proofed, produced and published blogs, courses and special mailings for new and current newsletter subscribers to increase readership.

The Doyle Group

Ponte Vedra Beach, FL

Associate Editor

March 2017–December 2018

MASSAGE Magazine and Chiropractic Economics

- Assigned digital and print articles to freelance writers and edited them for style and clarity.
- Posted press releases and online features on *massagemag.com* and *chiroeco.com*.
- Wrote news and feature articles for print and online publications.
- Created a Google Analytics web report regarding *massagemag.com* web stats.
- Managed an editorial intern and oversaw intern projects.
- Managed *MASSAGE Study Buddy* (*massagestudybuddy.com*).
- Used Ahrefs and Google AdWords to research relevant SEO keywords for articles.
- Published the digital issue of *Chiropractic Economics* twice a month.
- Calculated data from the chiropractic surveys, which involved data from more than 800 responses; wrote a 15-page feature two times a year with the findings from the surveys.

EDUCATION

Bachelor of Arts in English and **Bachelor of Arts in History**, *Magna Cum Laude*

The University of Florida, Gainesville, FL

SKILLS

- AMA Style, AP Style, Chicago Style, and English grammar.
- Working knowledge in Tumblr, Twitter, Facebook, Instagram, WordPress, Adobe (Photoshop, InDesign), Microsoft Office (Word, Excel, PowerPoint), Mailchimp, Keap, and HootSuite.