



Hanna Day

Social Media Portfolio

Summary of Skills

With a background and experienced knowledge of gardening in the Western United States, I have combined that knowledge with social media to build the online presence of businesses in the green industry expanding to the digital sector.

- Gardening experience
- Experienced knowledge of Beneficial Insects
- General knowledge of pesticides and integrated pest management

Services

- Social media management (Instagram, Facebook, Youtube)
- Editorial Calendar Creation and Management
- Database Management (Certified in Blackbaud Raiser's Edge Fundamentals, Email List Cleanup)

Humberto! Is he in it to win it?



Humberto

BACHELOR #2

Will you vote for Humberto?

YES	NO
88%	12%

Seen by 66 Share to... Promote Highlight More

GREEN ACTIVES



Social Media Content Examples

- Organic content focused on educating potential customers about beneficial insects and chemical-free gardening products
- Crafting posts in collaboration with micro-influencers to boost pollinator awareness
- Utilizing Facebook, Instagram, Youtube and LinkedIn to increase product awareness

Email Marketing

- Produce monthly email newsletters for B2B and B2C customers
- Primarily in charge of:
 - Maintaining the email address database
 - Synching new B2C contacts from website pop-up to appropriate lists
 - Email list segmentation
 - A/B Content Testing
 - Generating UTM codes for Google Analytics reporting
- Collaborate with Director of Marketing and Graphic Designer to organize copy and graphics for the monthly emails



INTEGRATED PEST MANAGEMENT

THE ULTIMATE
GUARDIANS
OF THE
GARDEN

the **POWER** of **BENEFICIAL BUGS!**

*Get Rid of Garden Pests
The Way Mother Nature Intended.*

How can you protect your garden from pests, create a beautiful backyard environment AND protect your family and pets from toxic chemicals? It's all about a technique called Integrated Pest Management and we're here to show you how to use it in your own backyard. This method is used by experienced organic gardeners all over the United States. It's a people, pet and planet safe method.

Writing Experience

- Non-Fiction:
 - Press Releases
 - Story-driven articles
 - Blogging
 - Guest Blogger for writer's websites
 - Book Reviews
 - Non-Profit Experience
- Fiction
 - Short Story Anthologies

A GENEROUS HELPING

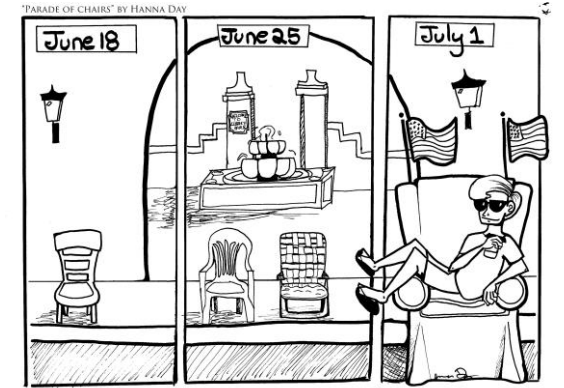
Planting Seeds: Teens Cook from the Garden

BY HANNA DAY / PHOTOGRAPHY BY RON WALLACE & SARENE WALLACE | DECEMBER 15, 2014



Graphic Design and Illustrations

- Primarily work with Graphic Designers to create content for clients
- Editorial Cartoonist experience with Ojai Valley News
- General social media graphics to establish a Call-To-Action



OJAI
HOLIDAY HOME
TOUR & MARKETPLACE

HOW TO GET TICKETS

- 1) PURCHASE ONLINE
- 2) CALL OJAI MUSIC FESTIVAL BOX OFFICE
- 3) PURCHASE AT OJAI MUSIC FESTIVAL BOX OFFICE
- 4) VISIT ONE OF OUR FOUR TICKET OUTLETS
(FINE FOX JEWELRY, FLORA GARDENS, ATTITUDE ADJUSTMENT, DOWN HOME FURNISHINGS)

Links to Personal Social Media

- [instagram.com/hannacday](https://www.instagram.com/hannacday)
- [facebook.com/hannacday](https://www.facebook.com/hannacday)
(Author Account)
- [linkedin.com/in/hannaday](https://www.linkedin.com/in/hannaday)

