

HANNAH SEO

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EDUCATION

Northwestern University, Weinberg College of Arts and Sciences

Bachelor of Arts in *Economics* and *Environmental Sciences*

Cumulative GPA: 3.83 / 4.00 | Deans List 6 of 8 quarters; **ACT:** 35

Honors: University Guild Scholarship Recipient

Evanston, IL

September 2019 – June 2023

WORK EXPERIENCE

Brand Genetics

Incoming Junior Consultant

New York, NY (Remote)

September 2022 – June 2023

Zeno Group

Digital Intern (Paid Media)

Chicago, IL

June 2022 – Present

- Collaborated with 4-person team to execute \$80,000 paid media test for global PPE supplier, boosting follower growth by 250%
- Led 15-minute bi-weekly client meetings about relevant industry trends, gaining approval for 6 new digital marketing strategies
- Identified and initiated contact with 24 micro influencers to expand marketing channels, broadening firm branding and network
- Conducted gap analysis of client's ESG initiatives, integrating environmental consciousness in 25% of marketing within 3 months

Institute of Energy and Sustainability at Northwestern

Research Analyst

Evanston, IL

September 2019 – Present

- Developed first comprehensive, sustainability specific database of 500 organizations and donors for the Masters in Sustainability and Energy Department and raised \$400,000 for scholarship funds, making program accessible to 5 future international students
- Analyzed 50 rival programs' marketing tactics to present 5 advertising strategies to executives, increasing applicant size by 150%
- Consolidated cohort's yearly interest surveys using Salesforce to streamline networking, helping students match with desired job

COASST University of Washington

Research Intern

Seattle, WA

June 2021 – September 2021

- Assessed environmental state of coastal beaches across 10 databases and synthesized many scholarly articles on surveys about shoreline marine debris to understand human impact on 164 western beaches and produce graphical representation of degradation
- Presented 25,000+ data points in structured charts to graph decline of 170 sea bird species' population against human pollution
- Initiated a 6-month long data restructuring plan by evaluating 20 years of physical records, leading transition to online storage

LEADERSHIP AND ACTIVITIES

AMITA Health Saint Francis Hospital

External Patient Volunteer

Evanston, IL

January 2022 - Present

- Organized community donation, supplying a library of over 200 books and board games to offer patients an entertainment outlet
- Communicated discharge summaries to 75 patients and families to aid in better understanding hospital processes and next steps
- Designed individualized supplemental post-care information packets to continue supporting patients and aid expediting recovery

Academic Support and Learning Advancement

Senior Peer Guided Study Group Facilitator

Evanston, IL

September 2020 – Present

- Designed 4 weekly lesson plans to support 9 freshmen students transition from high school level to college level Economics
- Launched 9 individual weekend tutoring sessions, creating space for students to learn problem-solving skills at personalized pace
- Coordinated weekly content review sessions for 6 study group facilitators; prepared facilitators to confidently lead their groups

NU Emergency Medical Organization

EMT-B

Evanston, IL

February 2021 – February 2022

- Selected from a pool of 300 applicants to participate in program and earn credentials necessary to be an on campus first responder
- Cooperated with 2 partners and patient on an ambulance to ensure timely discharge and transportation from hospital to destination
- Revitalized weekly in-person technical exams to oversee that 17 trainees were equipped with proper skills needed in emergencies

GoPuff

Brand Ambassador

Evanston, IL

December 2019 – December 2020

- Executed campus events, alongside 13 other members, to increase app download and gauge user interest in Greater Chicago Area
- Designed marketing materials and 12 promotional videos advertising personal coupon code to recruit 20 users per ambassador
- Ensured monthly quotas were achieved by hosting bi-monthly team-building events and social media marketing workshops

INTERESTS AND SKILLS

Membership: Women in Business, Red Cross Club, GlobeMed, Chinese Students Association, Phi Delta Epsilon, Zeta Tau Alpha

Skills: Stata, Salesforce, MS Office

Certifications: CPR Certified, Google Ads Video Certification, Google Ads Search Certification, Google Ads Display Certification

Languages: English (native fluency), Korean (native fluency), Spanish (conversational)

Interests: Environmental Activism, Healthcare, Mountain Sports, Video Games, Weight Lifting, Volunteering at Dog Shelter