HANNA LEVY

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EDUCATION

UNIVERSITY OF MICHIGAN — **Ann Arbor, MI**

College of Literature, Science, and the Arts

Bachelor of Arts, May 2027

- LSA Honors: Communication and Media
- GPA: 3.904 | Awarded William J. Branstrom Freshman Prize

EXPERIENCE

MICHIGAN MUSIC BUSINESS CLUB — **Ann Arbor, MI**

2024-Present — **Vice President Marketing**

- Spearheaded a collaborative effort with the marketing team to enhance conference and club visibility through guerrilla marketing strategies and targeted social media campaigns
- Created interactive and engaging content for TikTok and other social media channels, increasing views by 60,000 and followers by 200 while enhancing brand presence
- Structured, planned, and marketed the second Michigan Music Business Conference, featuring seven speakers across areas such as artist marketing, label services, A&R, and innovation

THE M3 GROUP — **Ann Arbor, MI**

2024-Present — **Co-Founder & Director**

- Partnered with five emerging artists to accelerate fanbase growth and expand outreach through tailored social media strategies and targeted promotional campaigns
- Conducted market research to identify trends, developed customized marketing plans, and managed social media content on Instagram and TikTok to boost artist visibility
- Recruited and manage 15+ Michigan student interns, leading brainstorming sessions and promoting innovative social media strategies to foster collaboration and creativity

740 PROJECT — **Los Angeles, CA**

2024 — **Marketing Intern**

- Increased visibility and social media presence for Grammy-winning and emerging artists including Kanye West, Lil Man J, Lil Wayne, Big Sean, Will Smith, Agnez Mo, and more
- Fostered collaboration through daily brainstorming sessions, crafting innovative digital strategies for nationwide physical and digital activations
- Administered fan page for Chikoruss, spearheading content calendar management, resulting in 600+ new TikTok followers and 150+ Instagram followers in two months

MASH MAGAZINE — **Ann Arbor, MI**

2024-Present — **Marketing Chair**

- Collaborated with the marketing team to execute marketing campaigns, including flyer drops and interactive installations, boosting visibility for monthly editions
- Organized and executed high-impact club events such as MASHquerade and MASH Thrift, increasing engagement through creative marketing and strategic event planning
- Developed and executed outreach strategies to secure sponsorships from local businesses, enhancing resources and driving the success of club initiatives

MICHIGAN INNOVATIVE MARKETING — **Ann Arbor, MI**

2023 — **Marketing Team Member**

- Collaborated closely with Verapose Yoga House through weekly meetings to develop tailored marketing strategies, leading to increased customer acquisition and engagement
- Implemented market research and competitor analysis, identifying trends and opportunities to attract new clientele
- Created social media graphics aligned with the company's branding and messaging, ensuring consistency and professionalism

ADDITIONAL

- Expertise in Google Drive, Window Office Suite, Canva, Capcut, Adobe Lightroom
- Proficient in American Sign Language
- Tennis: USTA-Ranked #5 in MD, #252 Mid-Atlantic, #242 nationally
- Top 1% Drake Listener on Spotify, Avid Sushi Eater, and Yoga Lover