Hannah Senatore | Digital Marketing Innovator

I bring emotional resonance to every concept I touch, crafting messages that connect deeply while staying rooted in purpose.

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I am a driven digital marketer with a passion for growing new business opportunities and creating campaigns that genuinely connect. My background combines research, advertising, content creation, and hands-on experience in collaborative marketing, which gives me a well-rounded approach grounded in both creativity and strategy. I am interested in collaboration, innovation, and the constant evolution of the digital space, and I love bringing those elements into every project I take on.

Skills Showcase

Creative Tools

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Canva

Design Skills

image editing, photo editing, color correction, precision drawing tools, layer and object management, brand storytelling, style adaptation

Digital Marketing Skills

SEO, Keywords, Ad Targeting, consumer behavior analysis, campaign planning, KPI definition and performance tracking, data visualization

Analytics/Strategy Skills

Microsoft Excel, ANOVA, T-tests, pivot tables, A/B testing, UGC strategy and amplification, trend tracking, social listening

Course Projects

Used Adobe Firefly, Copilot, and ChatGPT to generate creative concepts for brand campaigns

Integrated Marketing Plan | Canva
Partnered with peers to design marketing initiatives across multiple channels for White Oak Lavender Farm. Skills learned: team collaboration and project management, strategic messaging and brand positioning, creative storytelling and visualization through the Canva platform, and consumer persona development.

Consultation Project | Microsoft Powerpoint + Word
Analyzed Alo Yoga's marketing approach and collaborated on a strategic presentation recommending improvements. Skills include: focus group facilitation persona development, team-based consulting, data interpretation, primary and secondary research, brand diagnosis and strategy, consumer behavior analysis.

Social Media Marketing Plan | Microsoft Powerpoint
Implementing real-world social media marketing strategies in collaboration with our client, Wears Woody. Skills learned: social media calendar planning, social media analytics and performance measurement, marketing research and social media audits, copyrighting for digital and social platforms, brand development, content creation.

Check out my personal website that contains more information about my portfolio as well as my interests outside of my education.

Education and Certifications

BBA in Marketing
Digital Marketing Concentration

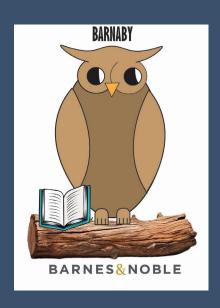Adobe Certified Professional (Photoshop, Illustrator, InDesign) • HubSpot (Social Media, Digital Marketing, SEO, Email Marketing) • Google (Ads Search, Analytics) • Hootsuite (How to Use, Social Media Marketing) • Linkedin Learning (Transform Your Personal Brand, Writing Ad Copy, Graphic Design Foundations: Layout and Composition, Ideas that Resonate, Brand Design Foundations)
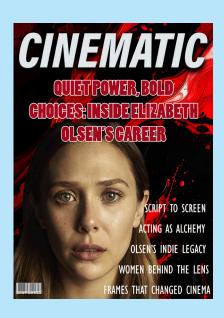
Adobe Illustrator Projects

CONVERSE

Cinema of the Unsaid

Arctic Monkeys

BARNABY

BARNES & NOBLE

Adobe Photoshop Projects

TASTE THE FEELING

Coca Cola
330 ml

CINEMATIC

QUIET POWER, BOLD CHOICES: INSIDE ELIZABETH OLSEN'S CAREER

SCRIPT TO SCREEN

ACTING AS ALCHEMY

OLSEN'S INDIE LEGACY

WOMEN BEHIND THE LENS

FRAMES THAT CHANGED CINEMA

Canva Marketing Plan Projects

Chill & Thrill: A Week of Campus Calm

April 28 - May 2
The Quad
Sponsored by James Madison University

College life can be stressful—midterms, essays, and all-nighters? We get it! That's why we're bringing you Self-Care Week—because YOU deserve a break.

10% OFF all self-care products & spa services!
BOGO Free on select wellness teas & aromatherapy oils!
FREE Stress Relief Kit with purchases over $30!
Relax & Recharge Lounge with FREE snacks & guided meditation!

Show your student ID and get entered into our Self-Care Giveaway for a chance to win a Wellness Bundle worth $100!

"Unwind the White Oak Lavender Way"
https://whiteoaklavender.com
(540)-421-6345
2644 Cross Keys Rd, Harrisonburg, VA 22801

Lavender Luxe Exclusives

Instagram: @whiteoaklavender
Facebook: @whiteoaklavenderfarm&thepurplewolftastingroom

Purple Perks
Exclusive offers for:
Loyal customers & subscribers

Sip, Shop, & Soothe
Bundled deals
on lavender products & wine

Secret Garden Savings
Limited Time Discounts
Seasonal Promotions

Bloom and Save
Flash sales
for months June & July

Exclusives made just for you, invest in yourself today!

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Lavender Living: Serenity for Moms

Instagram: @whiteoaklavender
Facebook: @whiteoaklavenderfarm&thepurplewolftastingroom

Moms, how do you love to relax the most?
A) Sipping a warm cup of coffee
B) Unwinding with a lavender-scented bath
C) Enjoying a peaceful moment with lavender aromatherapy
D) Strolling through a beautiful lavender farm
Comment below and tell us your favorite way to unwind

White Oak Lavender Essential Oil - Pure relaxation in a bottle #aromatherapy
Lavender herbal tea - Sip, relax, and unwind with every cup #Teatime
Farm experience gift set - Bring the magic of White Oak Lavender Farm home!
#perfectgift

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