

Hannah Senatore

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EDUCATION

James Madison University (JMU)

Bachelor of Business Administration in Marketing
Concentration in Digital Marketing

Harrisonburg, VA

May 2026

Cumulative GPA: 3.50

RELEVANT COURSEWORK/PROJECTS

Creative Marketing Design: Digital Vector Techniques; Visual Editing and Document Styling

Fall 2025

- Developing professional-level marketing skills through Adobe Illustrator, Photoshop, and InDesign projects
- Skills: Logo and brand identity design, vector-based graphics, client-focused rebranding, visual storytelling, typography and layout design, cross-platform asset development, AI assisted design ideation and formulation

Social Media Marketing

Fall 2025

- Implementing real-world social media marketing strategies in collaboration with our client, Wears Woody
- Skills: 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

Integrated Marketing Communications

Spring 2025

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

Integrative Business

Fall 2024

- Collaborated on a cross-functional business plan integrating Finance, Management, Operations, and Marketing
- Skills: strategic decision making, marketing strategy development, business research and information literacy, presentation and pitching, team leadership and communication, project management

WORK EXPERIENCE

Campus Cookies

Harrisonburg, VA

Delivery Driver

January 2025 – July 2025

- Managed high-volume deliveries during peak times to improve operational service efficiency
- Delivered 10+ orders per shift with accuracy and efficiency increasing customer satisfaction

My Gym (Children's Fitness Center)

Huntersville, NC

Recreational Gymnastics Coach & Aerial Silks Teacher

May 2024-August 2024

- Designed and led fun, high-energy gymnastics and aerial silks classes for 30+ children per week
- Provided personalized feedback to parents and students leading to a 10% increase in repeat enrollments

ON CAMPUS ACTIVITIES

Scratchpad

Harrisonburg, VA

Member

September 2025 - Current

- Conducting in-depth research for the client, NFL, as part of the National Student Advertising Competition.
- Developing passion projects that showcase strong design, storytelling, and immersive marketing skills

American Marketing Association

Harrisonburg, VA

Member

September 2023 - May 2025

- Collaborated with a team to research and develop a marketing strategy for the AMA International Collegiate Conference Case Competition, focusing on consumer behavior, brand positioning, and digital marketing tactics

SKILLS & CERTIFICATIONS

Technical Skills: Experience with Microsoft Office Products (Word, Excel, PowerPoint), Adobe Platform Certified (InDesign, Illustrator, and Photoshop), and Canva.

Certifications: HubSpot (Email Marketing, SEO, Digital Marketing, Social Media), Hootsuite (Social Media Marketing, How to Use Hootsuite), Google (Google Ads Search, Google Analytics), LinkedIn Learning (Transform Your Personal Brand, Writing Ad Copy, Graphic Design Foundations: Layout and Composition, Ideas that Resonate, Brand Design Foundations)