HANNAH KLOFT

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EXPERIENCE

HARVEST INTERN/CELLARHAND: WILLIAMS SELYEM, FLANEUR WINES, KOYLE
Sep 2022-Present, CA + OR + Chile
- Learned about wine production from the bottom up, obsessed over Pinot Noir and pH.

TEACHER: SPANISH MINISTRY OF EDUCATION
Sep 2019-June 2021, Córdoba Spain
- Mastered time management and presentation skills in the classroom and in private lessons.
- Effectively managed hundreds of students a day in a fast-paced environment.

STRATEGY INTERN: R/GA
June-Aug 2019, Portland OR
- *Clients: Nike, Google, Grant High School*
- Bolstered Nike campaign ideation through qualitative and quantitative customer data.
- Designed surveys + focus groups with stakeholders to implement a digital experience for over 1000 students at Grant High School.

STRATEGIST: UPSTREAM ADVERTISING
Aug 2018-June 2019, Eugene OR
- *Client: Weinerschnitzel*
- Created social media, digital, and OOH advertising strategies with 20 teammates to create an award-winning national campaign.

DIGITAL STRATEGY INTERN: RPA
Jun 2018-Aug 2018, Santa Monica CA
- *Clients: Honda, Amazon, Dole, La-Z-Boy*
- Independently conducted social sentiment analyses, SEO, and social competitive briefs.
- Collaborated with creative teams on strategy during rollouts of new social features, i.e. IGTV.

SKILLS

Social Media Content + SEO

Survey Design

Social Sentiment Analysis

Canva

Google Analytics

Asana

Spanish Language

EDUCATION

UNIVERSITAT POMPEU FABRA
M. A. in International Studies of Media, 2022. Barcelona.
Defended with Honors
Honed detail-orientation and qualitative and quantitative media research skills.

UNIVERSITY OF OREGON
B. A. in Journalism, 2015. Eugene.
Summa cum laude
SOJC Honors Program
University of Oregon Ad Team
Major: Advertising | Minor: Spanish

AWARDS

Koyle 2023 Best Harvest Mate

UPF 2021 Scholarship Recipient

NSAC District Champion

SOJC Ad Awards: "Unsung Hero"

5-Time Dean's List Recipient

UO 2018 Lorry I. Lokey Scholarship

UO 2016-2017 Arlyn E. Cole Scholarship