

HANNAH KARLSON

MEDIA RELATIONS SPECIALIST



CONTACT

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-  [Portfolio](#)

SKILLS

- Copy Editing, AP Style
- Project Management
- Content Management Systems
- Media Pitching
- Crisis Comms
- Event Management
- Experiential Marketing
- Organization & Planning
- Email Marketing
- Organic and Paid Social
- On-Site / Off-Site SEO

EDUCATION

B.S. PUBLIC RELATIONS

Georgia Southern University
August 2012 - May 2016
Cum Laude

EXPERIENCE

FULL TILT CONSULTING

Manager, PR and Communications

October 2022 - October 2024

- Led the earned media pitching and secured many high-value placements in Architectural Digest, New York Times, Forbes, Southern Living, and more
- Responsible for account management deliverables such as project trackers, meeting agendas and activity reports
- Assisted with drafting client SOWs and growing their retainers by 50%
- Trained junior level team members in PR strategies and tactics

THE ABM AGENCY

Digital Marketing Account Manager

September 2017 - October 2022

- Developed and maintained team project plans using a variety of project management tools (Asana, Monday.com, Trello, etc.)
- Acted as the main point of contact for several accounts, ensuring all internal and external deadlines are met
- Responsible for all PR deliverables including media pitching, content writing, linkbuilding, event promotions, email and social media campaigns
- Utilized numerous SEO tools for keyword and competitive research, content strategy and development, and reporting and tracking
- Trained and managed a team of three content creators to optimize client websites and increase domain authority

EBERLY & COLLARD PUBLIC RELATIONS

Public Relations Coordinator

August 2016 - June 2017

- Drafted editorial content including press releases, feature articles, pitch letters, and social media content
- Managed client PR campaigns in an effort to land media coverage
- Monitored all media placements and compiled coverage reports