

HANNAH PARAGON

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EDUCATION

Eastern Kentucky University, Richmond KY

May 2020

Bachelor of Arts in Public Relations

- 3.4 GPA
- Concentration: Management
- Minor: Visual Media
- Certificate: Sales
- Regents Merit Scholarship

INTERNSHIPS & RELEVANT EMPLOYMENT

Valvoline World HQ - Lexington, KY

Nov. 2018 - Present

Installer Channel Marketing Intern

- Executing brand architecture update for labels and collateral supporting Light Duty brands
- Working with Marketing, Sales and Technical teams to ensure material accuracy and provide recommendations on optimization opportunities
- Managing materials through Legal and Technical Review to gain formal legal approval of assets
- Working with fulfillment team to identify, order and house updated materials for sales and marketing use

ESPN+ and ESPN3 - Richmond, KY

Dec. 2018 - May 2019

Video Production Intern

Working as a camera operator and grip at EKU Basketball games for both ESPN networks.

SOFTWARE PROFICIENCIES

- Adobe Applications: Premiere Pro, After Effects, InDesign, Illustrator, Photoshop
- Web Development Platforms: Wordpress, Wix, Squarespace
- Microsoft Office Applications

RELEVANT CERTIFICATIONS

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| Google Advanced Analytics Certification | Sept. 2019 |
| Google Beginner Analytics Certification | Sept. 2019 |
| Social Media Marketing Certification | Sept. 2019 |
| Hootsuite Platform Certification | Sept. 2019 |

CAMPUS INVOLVEMENT

Public Relations Student Society of America

Aug. 2019 - Present

Active Member

Working with the EKU PRSSA Chapter to learn how to enhance professional growth with meaningful experiences.

Kappa Delta Tau Service Sorority

Dec. 2017 - Present

Chapter President
Chapter Secretary
Chapter Treasurer

Aug. 2019 - May 2020
Aug. 2018 - May 2019
Dec. 2017 - May 2018