HANNAH LEEB

San Francisco, CA | (970) 389-9606 | hannahleeb47@gmail.com | Open to travel (up to 30%) | 6 Years Experience
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Brand strategist and storyteller with 6 years building brand narratives, digital campaigns, and go-to-market strategies across two founder-built ventures. Scaled a publishing brand to **37,000 units sold** through retail media advertising, content strategy, and SEO on Amazon's marketplace. Secured **$300,000 in competitive grants** by translating brand assets into high-stakes stakeholder narratives. Built brand architecture, messaging frameworks, and cross-functional campaign strategies from zero - ready to bring that thinking to a larger stage.

EXPERIENCE

Brand & Digital Marketing Strategist | Arbor Mesh Internet *Oct 2022 - Present*

ISP and network infrastructure startup. Sole strategist across the website, brand positioning, content strategy, digital campaigns, stakeholder communications, and customer lifecycle.

- **Rebuilt and maintain the company website and brand system from zero:** site structure and page content, photography, video, brand guidelines, tone of voice standards, and a collateral suite (brochures, banners, direct mail, stationery) - consistent brand expression across digital, print, and in-person touchpoints.
- **Turned brand assets into $300,000 in grant funding.** Photography, website, video content, and campaign materials became the foundation for competitive grant wins, quarterly narrative reporting, executive stakeholder briefings, and Colorado Broadband Board deliverables.
- **GTM direct-mail campaign converted at 33%.** Built messaging framework, creative direction, audience segmentation, and content strategy from scratch. Designed a referral program with post-sale follow-up touchpoints and built-in attribution that lifted word-of-mouth conversion from 10% to 25%, making it the primary acquisition channel.
- **Led brand perception research, SEO audits, and competitive analysis:** mined competitor reviews (Google, Yelp), tracked social sentiment (Facebook, Nextdoor), ran SEO and pricing audits, and gathered direct customer feedback to map positioning gaps - insights that shaped the brand strategy and drove campaign conversion.
- **Primary point of contact for external stakeholders:** engineering, operations, county government, property owners, contractor partners, and the state broadband board - collecting assets, aligning timelines, meeting strict quarterly reporting deadlines, and translating technical capabilities into board presentations and investor briefings.

Founder & Brand Strategist | The Notebookery *Mar 2020 - Oct 2022*

K-12 educational publishing company. Owned brand strategy, retail media advertising, SEO content strategy, creative direction, and performance measurement on Amazon's marketplace.

- **Scaled flagship product by 1,300%** through retail media advertising (Sponsored Products), A/B-tested ad creative, keyword-optimized listing content, and continuous bid optimization against ACOS targets. Sold 1,900 copies/month at peak.
- **Brand and content strategy drove 27,914 copies sold** (18,313 organic), top keyword CTR of 9.97%, and 751 reviews at 4.8 stars. Used search term reports, negative keyword optimization, and ad effectiveness measurement to shape ongoing strategy.
- **Built brand storytelling and visual identity** across product design, listing content, A+ pages, and digital storefronts. Managed end-to-end creative production - design, copywriting, photography, and video. Reached profitability in 8 months.

ADDITIONAL EXPERIENCE

Co-Founder & Marketing Lead | Denver Art District Vendor Marketplace *2022*

Santa Fe Art District, Denver. Monthly experiential arts event activation held every first Friday.

- **Rewrote vendor acquisition messaging** using a direct-response framework, turning flat signups into a 4-hour sellout and 100% booth fill rate across all 4 consecutive events.
- **Sole brand and content strategist for monthly events serving 3,000-5,000 attendees.** Coordinated promotional assets and timelines with vendor partners and event operations stakeholders.

Independent Web & App Development | hannahleeb.com, NurtureBot *Ongoing*

Built and maintain a Webflow portfolio site, HTML landing pages with Stripe Checkout, and NurtureBot, a React Native mobile app live on TestFlight with transactional email via Resend.

Volunteer Marketing Consultant | UX Wizards *Ongoing*

Northern California's largest in-person UX community. Advises on brand strategy, monetization, and co-branded sponsorship partnerships.

CORE COMPETENCIES

Website & CMS Management (Webflow, HTML/CSS) | SEO & AI-Integrated Content Strategy | Data Analysis (Google Analytics, GTM, Keyword Planner) | Customer Lifecycle Communications | Digital Advertising (Paid Search, PPC, SEO) | Event & Experiential Marketing | External Partner & Stakeholder Coordination | Brand Architecture & Messaging Frameworks | Content Strategy & Storytelling | Brand Perception Research & Competitive Analysis | Visual Identity & Creative Direction | Marketing Automation (Airtable, Make.com) | Executive Narrative Development

EDUCATION

University of Northern Colorado | B.S. General Business | Beta Gamma Sigma Honors Society

AI disclosure: AI tools were used to assist in tailoring the formatting and language of this resume to the role. All information contained herein remains factually accurate and reflects my actual experience.