

Hannah Carlsward

Copywriter & Content Creator | Storytelling Across Brands and Platforms

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www.HannahCarlsward.com

PROFESSIONAL EXPERIENCE

Content Developer, Cotton & Company, Remote Sept 2021 - Present

- Write long-form lifestyle blogs and social content for 15+ luxury real estate communities, tailoring tone and messaging to each brand's voice.
- Develop high-performing Instagram and Facebook ads that drive engagement and conversions.
- Collaborate on website copy, newsletters, and magazine articles to support multi-channel campaigns.

Editorial Intern, Marketing Choices, Remote May 2020 - Nov 2020

- Researched and wrote weekly blog posts on adoption-related topics to increase awareness and website engagement.
- Collaborated with editorial team to ensure consistent tone of voice across national branches.

Content Writer Intern, Narrow Magazine, St. Augustine, FL May 2020- Aug 2020

- Created engaging lifestyle features on the musicians, artists, restaurants, and community members that make St. Augustine so unique.
- Honed storytelling techniques while writing 3-4 articles per issue.

Student Ambassador, Flagler College Office of Admissions, St. Augustine, FL Aug 2018- Dec 2020

- Conducted weekly tours to prospective students and their families.
- Led group tours of up to 40 people.
- Promoted to Ambassador CORE after serving as a volunteer for 1 year.

EDUCATION

Flagler College: St. Augustine, FL Dec 2020
B.A. Digital Media Production & Journalism | ASL and Media Studies Minors

HONORS & AFFILIATIONS

Distinguished Student Award, Journalism Major April 2020
Lambda Pi Eta, the National Communication Honor Society August 2019- December 2020
Phi Alpha Omega Service Sorority August 2017- December 2020

OTHER WORK EXPERIENCE

Retail Sales Associate, Kohl's, Hollywood, FL June 2021- Sept 2021
Sales Associate, The Panama Hat Company, St. Augustine, FL Sept 2020 – May 2021
Keyholder, Flynn O'Hara Uniforms, Davie, FL June 2019 – August 2019
Retail Sales Associate, Flynn O'Hara Uniforms June 2018 – August 2018