



HANNAH ELLIOTT



CREATIVE MARKETING & SOCIAL MEDIA SPECIALIST

ABOUT ME

A results-driven marketing professional with hands-on experience across paid and organic social, email marketing, content strategy, and client account management. I've built and run full marketing functions autonomously, from managing multi-client campaigns at agency level to owning end-to-end brand strategy for my own e-commerce business. I take initiative, solve problems before they're pointed out, and bring both the technical marketing skills and the commercial instinct to turn strategy into outcomes. I thrive in fast-paced environments where creativity meets commercial thinking, and I bring both the technical marketing skills and the initiative to drive real outcomes for the brands I work with.

WORK EXPERIENCE

Marketing Coordinator

Brink Marketing

2026 - 2026

- Managed paid and organic social media strategies across multiple client accounts simultaneously, including Meta ad campaign management, content creation, scheduling, and weekly performance analysis
- Oversaw client account management and communications autonomously, delivering tailored marketing strategies across a range of industries with minimal direction
- Worked across AI tools and automation workflows to support client process improvement, content systems, and lead generation

Marketing & Content Specialist

Mastervse

2026 - 2026

- Architect and execute founder-led content strategy, documenting real-time business decisions, growth, and BTS insights to build brand authority and audience trust
- Develop and refine brand positioning through strategic storytelling, creating content that drives engagement, strengthens community, and aligns with long-term business vision
- Managed end to end marketing function autonomously across social media strategy, campaign creative, EDM marketing, and website design with no team support

CONTACT

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 Sunshine Coast, QLD

EDUCATION

Flinders University

Bachelor of Arts (Screen & Media)

Bachelor of Science (Marine Science)

South Australia Business Chamber

SAYES (Entrepreneurs) Program

TAFE SA

Certificate III in Ecosystem

Managemnt & Conservation

Certificate III in Fitness

Certificate IV in Fitness

SKILLS

- Content Creation & Storytelling
- Social Media Strategy & Growth
- Graphic Design & Branding
- Copywriting & Email Marketing
- Campaign Management
- Analytics & Optimisation
- Collaboration & Communitcation
- Adaptability & Initiative

REFERENCES

Georgia Mott

Founder of G-Assist Marketing

PH: 0448 366 048

Dion Monkivitch

Founder of Masterverse

PH: 0433 959 403

Founder & Marketing Lead

Barefeet Surf Collective.

2025 - 2026

- Previously launched and scaled a sustainable surf brand, leading branding, content, and marketing strategy by creating high-performing Reels, and campaigns that drove awareness and sales
- Designed cohesive brand assets and product visuals, maintaining a strong, consistent aesthetic across all channels
- Managed Klaviyo email campaigns and flows while leading influencer collaborations and community growth to increase retention and organic reach.

UGC Content Creator & Social

Media Freelancer

2023 - 2025

- Produced high-performing UGC with strong hooks and storytelling for lifestyle, health, and wellness brands, tailoring content to each brand's voice and audience

OTHER WORK EXPERIENCE

Aquatics & Surf Instructor

Department of Education

(Nov 2021 - April 2026)

Activity Facilitator + Leader in Charge

Woodhouse Adventure Park

(July 2024 - April 2026)

Lifeguard + Swim Instructor

Norwood Outdoor Pool, George Bolton Swim

Centre, Woodside Pool + ARC Campbelltown

(Nov 2019 - April 2026)

Treeclimb Leader

Treeclimb Kuitpo Forest

(Nov 2024 - April 2025)

Waitress + Junoir Bartender

Sorrentos Cafe

(April 2017 - Nov 2019)

QUALIFICATIONS

- First Aid & CPR
- Working With Children's Check
- Pool Lifeguard
- Play By The Rules Coaching Course
- Foundation Surf Coaching
- Snorkelling Instructor
- Flatwater Kayak & Canoe Instructor
- Responsible Serving of Alcohol