Hanna Tekle
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EDUCATION

Bachelor of Science in Business Administration - Integrated Marketing Communications

San Diego State University, Fowler College of Business | GPA: 3.61,Cum Laude

EXPERIENCE

Administrative Assistant Sept 2025 - May 2026

San Diego State University, Fowler College of Business, Center for Student Success

- Served as the lead front-line contact for all individuals contacting CSS via in-person, phone, email, and Zoom.
- Planned and executed a variety of events and activities, such as Explore SDSU, Commencement, New Student Orientation, Welcome Week, Family Weekend, and information sessions.

Program Assistant Oct 2024 - Jul 2025

Institute for Transformative Education, San Diego State University

- Designed visually engaging social media graphics, promotional flyers, & updated Wix website content, increasing audience engagement across digital platforms.
- Created monthly newsletters spotlighting students and staff, shared academic opportunities for middle to high schoolers, and fostered a strong sense of community.
- Coordinated student success events (e.g., Steam Day, Career Day, Robotics Camp), creating social media campaigns, as well as providing event coverage, and on-site activities support.

Marketing Intern Sept 2023 - Jan 2025

Zahn Innovation Platform Launchpad (ZIP Launchpad), San Diego State University

- Produced weekly Mailchimp newsletters, conducted 50+ in-depth interviews to develop compelling content, and authored numerous articles for ZIP Launchpad.
- Developed a range of engaging promotional materials, including posters, flyers, and social media content for Instagram and Facebook, boosting brand visibility.
- Optimized engagement by monitoring analytics and implementing A/B testing strategies to improve performance.

SKILLS

- **Technical & Systems:** Microsoft Office Suite (Word, Excel), Google Workspace (Sheets, Drive, Calendar), Salesforce Marketing Cloud, Mailchimp, Wix, Canva, Adobe
- **Communication & Interpersonal:** Customer service, collaborative, detail-oriented, self-motivated, passionate about student success, willingness to learn, organization, written and verbal communication, culturally responsive outreach, problem-solving, time management, adaptable/flexible