# Hannah Parsons

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Early-career marketing professional and MPH candidate with dedicated experience bringing to life digital campaigns, coordinating educational programs, and managing event budgets and logistics.

## EDUCATION

**University of Michigan,** Ann Arbor, MI — Master of Public Health, Anticipated May 2028
Degree Program: Population and Health Sciences
**Kalamazoo College**, Kalamazoo, MI — Bachelor of Arts, June 2026
Areas of Study: Critical Ethnic Studies, Community Health, Psychology

## AWARDS

- **LaPlante Civic Engagement Award:** Kalamazoo College (Awarded June 2026)
- **Bill Laughlin Leadership Award:** SAGA Foundation (Awarded June 2025)

## MARKETING & PROJECT EXPERIENCE

**Kalamazoo College**, Kalamazoo, MI — May 2024-June 2026
*Annual Quadstock Music Festival Co-Director and K-Rock Public Relations Manager*

- Spearheaded project planning and delivery for a 12-hour annual music festival and two-hour trimester showcases, coordinating marketing, performer contracts, merchandise, and event schedules
- Managed 80-100 yearly Quadstock performer contracts, a $12,250 planning budget, merchandise, a comprehensive marketing plan, and event timetables using Microsoft 365 products to coordinate deliverables and meet event goals

**Kalamazoo College Outdoor Programs**, Kalamazoo, MI — January 2023-December 2025
*Gear Manager and Marketing Coordinator*

- Developed and executed marketing and communication strategies for 8–10 annual outdoor expeditions through weekly digital campaigns and social media content
- Created promotional communications on Canva to build student awareness of expedition opportunities and encourage program participation
- Collaborated with a team to maintain, organize, repair, and prepare backcountry equipment, coordinating resources for safe and effective expeditions

## COMMUNITY EDUCATION & LEADERSHIP EXPERIENCE

**Kalamazoo College Center for Civic Engagement**, Kalamazoo, MI — January 2024 -June 2026
*Club Grub Educator and Civic Engagement Scholar (Promoted June 2025)*

- Coordinated and led community health education programming for 20-25 2nd and 3rd grade students focused on cooking, nutrition, and environmental learning, using hands-on accessible activities
- Recruited, trained, and supported a team of 8 student volunteers while role modeling productive and civic leadership through monthly 90-minute reflection workshops to strengthen team collaboration and continuous improvement
- Applied structured problem solving and reciprocal stakeholder engagement to support youth programming and respond to evolving student and community needs

**Kalamazoo College & Kalamazoo Nature Center**, Kalamazoo, MI — June-September 2025
*Kalamazoo College Community Building Intern*

- Co-organized and led a twice weekly summer youth development program where children built their relationship with nature and food systems through harvesting, cooking, reflecting, and hands-on farm chores at DeLano Farm
- Attended routine interdisciplinary reflections through the Kalamazoo College Center for Civic Engagement

## CUSTOMER & OPERATIONS EXPERIENCE

**Biggby Coffee**, Williamston, MI & Portage, MI July 2021-Present
*Barista and Cashier*

- Delivers reliable, high-quality customer experiences in a fast-paced environment, accurately managing approximately 200 customer food and drink transactions per shift
- Identifies customer needs, answers product questions, and resolves concerns through warm, professional communication
- Designs and manages in-store displays to enhance product visibility, cleanliness, and customer satisfaction

## ADDITIONAL HEALTHCARE EXPOSURE

**Bronson Children's Hospital**, Kalamazoo, MI March 2026
*Pediatric Nursing Team Job Shadow*

- Demonstrated initiative through a non-mandatory clinical shadowing experience to build knowledge of healthcare operations, pediatric health protocols, and patient-centered care
- Inquired about and observed patient assessment techniques, the integration of family-centered care, and communication styles with pediatric patients of various ages and their parents

## CORE COMPETENCIES

- ***Marketing & Communications***: Marketing-plan execution, digital campaign coordination, social media content, promotional displays
- ***Project Coordination***: Budget tracking, contract coordination, event logistics, timelines, stakeholder communication
- ***Education & Training***: Educational programming, volunteer onboarding and training, workshop facilitation, feedback-informed improvement
- ***Toolkit***: Canva, Microsoft 365, Google Workspace, Meta Business Suite