

Hannah Sher
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EDUCATION

University of Arizona, Eller College of Management

Tucson, Arizona

Bachelor of Science in Business Administration

May 2020

- **Major:** Marketing
- **GPA:** 3.896
- **Honors/Awards:** National Society of Collegiate Scholars, Golden Key International Honors Society, Dean's List with Distinction Honors, Charles M. Pettis Scholarship for Salesmanship Excellence

PROFESSIONAL EXPERIENCE

AT&T National Business

Remote

B2B Sales Development Representative

September 2020 – Present

- Reach out to 60 people a day with several different approaches, including cold calling, warm calling, emailing, upselling, and social media touches
- Use critical thinking skills to design tailored solutions in the fields of mobility, wireline, security, and fleet tracking
- Collaborate with internal teams to develop growth strategies that increase the efficiency of prospecting, selling, ordering, and other technical processes

Curriculum Associates

Tucson, Arizona

Marketing Assistant

November 2018 – June 2020

- Built and organized targeted lists of educators who had decision making power and were likely to engage with campaign
- Managed multi-team marketing projects for outbound email campaigns
- Copyrighted original emails with punchy subject lines, relevant content, and engaging visuals

AT&T National Business

Tucson, Arizona

B2B Sales Development Intern

June 2019 – August 2019

- Contacted 50 people a day by creating filtered prospect lists from various databases to identify businesses with potential technology needs
- Set an average of 3 appointments a week by calling, emailing, and connecting on LinkedIn through
- Ranked 4th seller among 55 interns, partially due to my mobility sale with an overall value of \$10,980

The Rialto Theatre

Tucson, Arizona

Marketing Intern

June 2018 – December 2018

- Created at least 5 exciting Facebook posts per hour to promote upcoming concerts and engage customers
- Utilized Facebook's Ad Manager to create ad-campaigns, boost ads, and reach targeted audiences
- Reached an average of 41,000 people and an average of 1,000 clicks per two-week long ad-campaign

University Sponsored Project Services

Tucson, Arizona

Student worker

January 2018 – November 2018

- Handled sensitive financial information according to University policy
- Followed lengthy, technical procedures in order to create invoices valued at approximately \$100,000
- Closed accounts after verifying the amounts correctly match in UA financials

ACADEMIC LEADERSHIP EXPERIENCE

Eller Professional Sales Club / Sales Fast Track

Tucson, Arizona

VP of Corporate/Community Relations, VP of Video Production

September 2018 – May 2020

- Created catchy scripts and storyboards to determine messaging strategy for weekly videos covering sales and marketing concepts
- Quickly learned video editing software such as Camtasia and Adobe After Effects to produce animated visuals that drew in students
- Fostered relationships with potential donors for the Eller Professional Sales Club by coordinating meetings and providing event information

Study Abroad Semester

Antibes, France

Full time student

September 2017 – December 2017

- Used organizational skills to manage international travel
- Communicated with international students and teachers to overcome academic challenges
- Adapted to cultural differences such as language barriers, public transportation, and common courtesy

SKILLS, ACTIVITIES & INTERESTS

Skills: Adobe Photoshop, Adobe Illustrator, After Effects, Adobe Acrobat, Camtasia, Salesforce, MS Office Suite, MS Teams, SPSS, Outreach, Zoominfo, Confluence, GSuite, Consultative selling, Cold calling, Copywriting, Time management

Activities: Music Production, Adobe Creative Cloud Application, Donating Meals, Yoga

Interests: Digital Art, Music Festivals, Exercise, Environment, Food, Travel, Mental Health, Creativity