

Hannah Christianson

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Education

University of Wisconsin-Madison

Bachelor of Science, Microbiology & Life Sciences Communication

May 2022

Florida International University

Masters of Science, Global Strategic Communications

May 2025

Miami Ad School

Art Direction

May 2025

Professional Experience

Freelance Graphic Designer

Feal Hospitality – Miami, FL

April 2025 - Present

- Create web and print graphics to promote upcoming events for restaurants in Miami.
- Conceptualize and design collateral such as menus, invites, and business cards for restaurants.

Marketing and Social Media Manager

Feal Hospitality – Miami, FL

May 2024 - April 2025

- Curated distinct visual identities for 4 restaurant concepts, each with a unique aesthetic and voice.
- Conceptualized and designed creative collateral for both digital and print, catering to each brand.
- Led paid advertising campaigns across Facebook, Instagram, and Google Ads.
- Grew Instagrams across FEAL over 10k followers, as well as produced consistently viral videos.

Art Director Intern

Ogilvy – Miami, FL

January 2025 - March 2025

- Conceptualize integrated campaigns and activations for KFC, Doritos, IKEA and Pirucream.
- Perform pre-production tasks such as wardrobe and set design for TV-C's.
- Gain understanding of creating campaigns that span the general market as well as LATAM.

Social Media Intern

The Plug Drink – Remote

August 2023 - March 2024

- Developed a strategic TikTok content plan, aligning creative output with brand identity.
- Led a team of 5 interns, overseeing content creation and ensuring consistent quality.
- Produced engaging static & video content for Instagram & TikTok, enhancing brand awareness.

Social Media and Editorial Intern

The Progressive Magazine – Madison, WI

January 2022 - January 2023

- Edited and enhanced web and magazine articles, maintaining high editorial standards.
- Conducted research for investigative pieces, ensuring accuracy and authenticity.

Awards

- American Advertising Federation 2025 - Silver

