

Hanna Brittany Grimm

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EDUCATION

University of North Carolina at Chapel Hill

Grad. May 2020

Bachelor of Arts in Media and Journalism, Strategic Communication concentration
Second major: Political Science | Minor: History

EXPERIENCE

Digital Organizing Intern – Jon Ossoff for Senate, Remote

December – January 2020

- Organized online recruitment, training and management of digital volunteers from across the country, leading to a successful virtual field office that completed more than 4.5 million GOTV direct voter contact attempts

Field Organizer – North Carolina Coordinated Campaign, Remote

August – November 2020

- Managed grassroots, relational organizing efforts in Beaufort County, mobilizing support in rural, conservative turf
- Directed 26 active volunteers, escalated and coached 3 volunteer leaders and completed 9,400+ recruitment calls
- Cultivated strategic relationship with the county party to engage community leaders and implement statewide initiatives
- Led training and technical support events for a Virtual Staging Location spanning four rural counties, completing 282 shifts during GOTV and consistently maintaining low or negative flake rate
- Recruited, managed and trained 61 volunteers, leading to the completion of 261 phone and text banking shifts
- Coached volunteers to conduct direct voter contact through virtual conferencing and navigate systems like Zoom, ThruTalk and VPBConnect
- Designed and marketed themed GOTV events using Mobilize and Twitter, contributing to 156% completion rate

Live Events Intern – POLITICO, Arlington, VA

Summer 2019

- Content manager for POLITICO Live Twitter and Instagram, culminating in 100+ social posts
- Led registration operations and assisted in successful execution of 11 high-profile events
- Drafted 200+ speaker communications, including formal and email invitations to pitch speaker participation at events
- Supported external relations and administrative operations of Live department, coordinating detailed communication with the POLITICO influencer audience
- Trained 2 associates in the speaker booking and research process, then drafted training resources and guides
- Supported client operations for the Global Translations podcast with attention to detail by quality controlling podcast transcripts, copy editing marketing slide decks and drafting documents for marketing and social promotion to generate client-ready deliverables

Public Relations Coordinator – Media Hub, Hussman School of Journalism and Media, Chapel Hill, NC

Spring 2020

- Content manager for Twitter, Facebook, Instagram and brand website, resulting in more than 50k total impressions
- Pitched 11 stories to media outlets across the state, landing 28 publications in outlets including the News & Observer, News and Record, Charlotte Observer, Herald Sun and WRAL
- Drafted social media analysis and procedural guide with instructions on how to optimize impressions and gain publicity

Communications Intern – Duke Graduate School, Durham, NC

Summer 2018-Spring 2020

- Authored press releases, an annual report, 12 feature articles and 21 fellowship bios for website and social channels
- Filmed and edited interview and B-roll footage into 30 promotional videos using Premiere Pro and Photoshop
- Researched and built the “How to Choose the Right Graduate School” website section using WordPress, now ranked among the top 5 results for Google queries on choosing a graduate school
- Prepared a social media calendar and created graphics for Graduate School Twitter and Instagram accounts

Undergraduate Researcher in Political Communications, Chapel Hill, NC

Spring 2020

- Completed on-the-ground research at the 2020 Iowa Caucus and South Carolina Primary by conducting 35 voter interviews and ethnographic notes while documenting the experience on Twitter and Instagram

Communications and Research Intern – North Carolina Democratic Party Goodwin Fellowship, Raleigh, NC

Fall 2017

- Overhauled the organization’s press list by researching and compiling contact information for 75+ political reporters in broadcast and print all across North Carolina
- Monitored media sources daily for articles and quotes relevant to the organization and its initiatives

SKILLS

- NGP VAN VoteBuilder, Mobilize, ThruTalk, VPB Connect, ThruText, Adobe Premiere Pro, Photoshop, Illustrator, WordPress, copy editing, AP Style, G Suite, Microsoft Office, Twitter, Instagram, Facebook, LinkedIn