

Hannah Danner, PMP

Creative | Strategic | Resourceful

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SUMMARY

PMP-certified with extensive integrated marketing experience and 7 years of strategic project management experience. Adept at crafting detailed project plans, managing portfolios of initiatives, and navigating challenging schedules to deliver innovative, successful marketing campaigns.

Dependable, organized, and passionate about using data-driven insights and Agile methodologies to drive growth and exceed expectations; known for fostering relationships and proactively managing risks.

EXPERIENCE

Curriculum Associates, Massachusetts | Remote

Senior Marketing Project Manager – March 2024 to present

- **Waterfall & Agile Project Leadership:** Collaborated with cross-functional project teams (including web, design, content, automation, product, and sales) to design and implement scalable, Agile-based processes (including standups, tactic performance reviews, and retrospectives) to streamline marketing initiatives and ensure every campaign is navigated with precision from concept to completion.
- **Strategic Process Improvement:** Developed detailed project plans and owner engagement tactics that reduced turnaround times by 12% in 2024 and 35% to date in 2025.
- **Campaign Management:** Led multiple national marketing campaigns using a robust MarTech stack (Salesforce, Account Engagement / Pardot, Smartsheet, Domo, 6sense, and Workfront), ensuring deliverables meet quality standards, timeline requirements, and stakeholder expectations.
- **Risk & Communication Hub:** Acted as the central communication link between project teams, external vendors, and internal clients, maintaining performance dashboards that provided real-time updates and actionable insights.

Marketing Project Manager – May 2022 to March 2024

- **Portfolio Oversight:** Managed up to 50 concurrent, fast-paced integrated marketing projects during peak season—including key initiatives in awareness, lead generation, and product launches—by creating detailed project timelines and proactively mitigating risks.
- **Digital Asset Management Overhaul:** Designed and socialized a comprehensive overhaul for a DAM system. Produced a training video series that achieved 93% user satisfaction while reinforcing efficient collaboration between creative and production teams.
- **Stakeholder Liaison:** Bridged gaps between producing teams and requesters, aligning project expectations through proactive negotiation and clear, quality communication.
- **Process Sustainability:** Developed and embedded sustainable processes that strengthened team relationships and streamlined approvals to ensure error-free, on-schedule deliverables.

Field Marketing Specialist – December 2020 to May 2022

- **Integrated Campaign Coordination:** Oversaw up to 10 projects concurrently, ensuring high-quality deliverables and effective communication with internal and external stakeholders.

- **Creative Execution:** Designed custom marketing collateral while upholding brand guidelines and rapidly adapting processes to suit integrated marketing strategies.

Dane G. Hansen Museum, Kansas | 40% remote

Assistant Director – November 2018 to December 2020

- **CRM Implementation & Training:** Implemented a new CRM system and trained staff—achieving 100% user satisfaction—to support integrated communication efforts and streamlined project coordination.
- **Brand Management:** Led brand development initiatives, designing marketing materials and managing project timelines for collateral production and events.

ALE Solutions, Inc., Illinois | Onsite

Hotel Relations Analyst – January 2018 to October 2018

- **Revenue-Driven Process Creation:** Developed a promotions invoice process that generated \$50,000 in revenue over six months by applying project management principles and data insights.
- **Strategic Team Leadership:** Led department marketing strategy meetings and used CRM-driven data to guide brand negotiations, ensuring integrated and purposeful market positioning.

Hotel Resources Coordinator – August 2017 to January 2018

- **Efficiency Enhancement:** Improved response times by 60% through the creation of standardized email templates and monthly reporting, streamlining internal communication.

Hotel Resources Assistant – August 2016 to August 2017

- **Project Support:** Assisted in event planning, managed VIP calendars, and supported cross-departmental communications to ensure seamless project execution.

Hiawatha World Newspaper, Kansas | Remote

Photojournalist – October 2013 to May 2016

- **Integrated Storytelling:** Conducted interviews and produced engaging articles for community events and local government meetings, showcasing strong communication and research skills.

CERTIFICATIONS

CERTIFICATE – Pragmatic Institute | *Foundations, PMC-I (2025)*

CERTIFICATE – Project Management Institute | *Project Management Professional (2024)*

CERTIFICATE – Utah State University Extension | *Master Remote Work Professional (2020)*

EDUCATION

BACHELOR OF ARTS – Benedictine College | *Mass Communications/Journalism, minor in Spanish (2016)*

Multi-Sport Athlete – Cross Country, Indoor Track, and Outdoor Track

- *NAIA Cross Country & Track Championship qualifier.*
- *NAIA Indoor Track & Field Championships competitor.*
 - *4x800 meter race: runner-up 2015, champion 2016.*
- *Scholar Athlete – maintained higher than 3.0 grade point average.*
- *Student-Athlete Advisory Committee member, appointed by head coach to represent women's team three years in a row.*