



Hannah Gregg

Content Marketing Manager

I'm a results-driven content manager with 10 years of experience in conceptualizing, strategizing, and producing compelling content for audiences in the entertainment, financial, and tech sectors. I have a strong in-house and agency background and a rich portfolio of projects demonstrating my creativity, strategic mindset, and design and copywriting skills.

EXPERIENCE

- gregg.hannah@gmail.com
- LinkedIn.com/in/hgregg
- HannahTheCreator.com
- Dallas, TX

PRO SKILLS

- Business-to-business (B2B)
- Derivative content
- Lead generation
- Leadership + team management
- Demand Generation
- Time + project management
- Strategy + execution
- Editing + proofreading

TECH SKILLS

- UX/UI copywriting
- Technical writing
- SEO
- Content optimization
- Markup language
- Interpreting data + applying feedback

EDUCATION

University of Southern California

Los Angeles, CA / 2009-2013

Bachelor of Arts: Political Science

Southern Methodist University

Dallas, TX / 2019

Course: Advanced Digital Marketing

JPMorgan Chase

Aug 2023 - Present
Dallas, TX

Multinational financial services firm | Content marketing

Vice President, Marketing Strategy Lead, J.P. Morgan Payments

- Curating impactful client stories to enhance Payments Marketing's GTM strategy
- Managing referenceable customers, customer story pipeline, and agency
- Collaborating cross-functionally for global campaigns across lines of business
- Crafting compelling content from key customer narratives
- Creating scalable processes, best practices, and playbooks

Vice President, Creative Marketing Lead, WePay

Jan - July 2023

- Developed internal and external copy for emails, blogs, case studies, and thought leadership content to position WePay as an integrated payments leader
- Managed a graphic designer to ensure high-quality deliverables
- Optimized site content, improving user experience and brand consistency
- Designed presentations and graphics for internal use
- Managed external agency content, quality, and budget
- Designed the Apple App Store imagery for the new Chase POS app

VLG Marketing

2020-2022
Dallas, TX

Account-based marketing agency | SaaS marketing

B2B Copywriter

- Created persuasive ABM copy for marketing campaigns, including direct mail, microsites, brochures, and gamification
- Produced agency self-promo podcasts and whitepapers
- Delivered on schedule, reviewing and optimizing for accuracy and impact
- Directed and delivered feedback to junior creatives and freelancers

Javelin Agency | The Marketing Arm

20219-2020
Dallas, TX

Marketing agency | Social media strategy + execution

Social Media Copywriter

- Provided brand-adhering social, sweepstakes, and web copy for F500 clients.
- Wrote manuals, policy updates, and releases for AT&T, DIRECTV, and HBO.

CBS Interactive

2014-2019
Los Angeles, CA

Streaming platform | OTT + web-based content marketing

Creative content producer / Social media manager

- Managed social channels and produced web and OTT content for *The Big Bang Theory* and *Criminal Minds*