

Hannah E. Adams

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EDUCATION

University of North Carolina at Chapel Hill - Chapel Hill, NC Expected May 2026

Bachelor of Arts in Media and Journalism (Journalism focus) with a second major in Political Science, GPA: 3.65

- **Honors Carolina** - Highly competitive, four-year academic program enrolling only 10% of each class.
- **Hayden Renwick Scholar** - Must maintain a 3.2 GPA or higher cumulative grade average. Hayden B. Renwick, appointed as Associate Dean in UNC's College of Arts & Sciences OSC in 1973, demonstrated a dedicated history of promoting academic excellence, especially for minority students.

RELEVANT EXPERIENCE

Reporter, Carolina Connection Aug 2024 – Present

- Crafted compelling narratives and conducted insightful interviews with diverse sources, demonstrating proficiency in AP Style and deadline-driven reporting.
- Produced engaging multimedia content, including podcasting, audio editing, and social media content creation, showcasing my ability to adapt to different storytelling formats and connect with a target audience.

Branding Strategist Intern, Lenovo May 2024 – Sep 2024

- Leveraged AI-powered design tools to craft engaging newsletters and consistent brand assets, accelerating the design process and ensuring brand integrity.
- Supported brand consistency and accessibility by creating alt tags for the entire brand world site and ensuring compliance with accessibility standards.

Managing Editor, Black Ink Magazine Sep 2022 - Present

- Led a team of editors and writers to produce high-quality content, ensuring consistency in style, tone, and adherence to editorial guidelines.
- Oversaw all aspects of the magazine's editorial process, including content strategy, planning, and execution, ensuring high-quality and engaging content.

Social Media Intern, Illumined Leadership Solutions Aug 2023 - May 2024

- Developed and executed a content calendar, creating engaging social media posts, including graphics, videos, podcasts, and written copy, to increase brand awareness and drive audience engagement.
- Collaborated with cross-functional teams to create compelling content that aligned with the company's messaging and values, contributing to a cohesive brand identity and driving positive customer sentiment.

Staff Writer, Durham VOICE Aug 2023 – May 2024

- Demonstrated strong analytical and research skills by identifying newsworthy stories, uncovering trends, and interviewing key sources for feature articles and news posts.
- Successfully pitched and published feature articles that resonated with the local community and generated significant readership, contributing to the newspaper's overall success.

LEADERSHIP & CAMPUS INVOLVEMENT

Black Student Movement - Chapel Hill, NC Sep 2022 - Present

Vice President (April 2024 – Present), Secretary (April 2023-April 2024), First Year Class Council (Sep 2022-April 2023)

- Lead the development and execution of high-impact initiatives, increasing member engagement by 30%, whilst overseeing our six committees and fostering partnerships to promote inclusivity on campus.

NC Fellows - Chapel Hill, NC Feb 2023 - Present

Member

- Participating in a three-year leadership program focused on transformative dialogue and community impact.

ADDITIONAL INFORMATION

Computer Skills: Adobe Creative Suite (Premiere Pro, Illustrator, Audition, Photoshop, XD) | Google Workspace (Docs, Sheets, Slides) | Microsoft Office (Excel, PowerPoint) | Hootsuite | Mailchimp | Canva

Interests: Storytelling, Editorial Writing, Content Creation, Communications, Media Analysis, Market Research, Brand Strategy, Technology, Social Media, Reporting