

Hannah Florence

VISUAL DESIGNER & CONTENT COORDINATOR

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Visual designer with a Bachelor of Fine Arts in Visual Communication. At Amplus Agency I handle content strategy, visual design and project management for social media and Google Business Profile, 15-20 clients at a time.

EXPERIENCE

Amplus Agency · Digital Content Coordinator SEPT 2025 - PRESENT
Digital marketing agency, Fort Worth, TX

15-20 clients at a time	1,000+ posts in my first year	58% fewer unfollows	6 wks social start-up kit
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- Handle content strategy, AI-assisted copy, visual design and project management across healthcare, roofing, pest control and insurance clients; Google Business Profile owner since Oct 2025.
- Keep the calendar on schedule inside each client's own approval process (Notion, Basecamp, Jira sprints, or full trust), triaging new requests the same day.
- Set up the agency's Notion workspace for social: a permanent project for each social client and one for all Google Business Profile work, plus brand reference sheets for 11 clients.
- Built custom Claude skills that draft monthly plans, posts and Google Business Profile content, which I edit and fact-check.
- Cut unfollows 58% on an eye practice's Facebook, with net followers up from +1 to +74 and organic views up 27%, through content pillars and a Figma template system.
- Built a social media strategy and start-up kit for a healthcare brand in six weeks: content strategy, Canva templates and 10+ videos edited with Wideframe and Premiere Pro.
- Designed trade-show graphics, apparel, review cards and a magazine page; trained two interns and reviewed all of their work before Art Director approval.

EARLIER EXPERIENCE

Crumbl Cookies · Assistant Manager JUL 2024 - AUG 2025
Led shift teams through high-volume service while finishing my degree.

Peter Piper Pizza · Operations Manager SEPT 2022 - AUG 2024
Ran daily operations at a high-volume pizza and entertainment chain: staffing, service and food safety.

SKILLS

Design	Photoshop, Illustrator, InDesign, Lightroom, Figma, Canva
Video	Premiere Pro, DaVinci Resolve, Wideframe
Social & local	Sprout Social, Meta Business Suite, Vendasta, Mailchimp, Google Business Profile
Ops & AI	Notion, Basecamp, Jira, Claude (custom skills)

EDUCATION

Bachelor of Fine Arts, Visual Communication
Graphic Design · Minor in Fine Arts
Northern Arizona University, 2025

SELECTED PROJECTS

Metamorphose · branding	Green Horizons · packaging
EcoRoam · app UI	OHSOAP · packaging