

HANNAH CRANDALL

OBJECTIVE

An organized and creative professional with a passion to promote and grow the agriculture industry and western lifestyle. Possess real-world industry experience in writing, design, editing, communication and event production. An eager and willing to learn marketing professional looking to utilize a developed skillset promoting the values and traditions that make agriculture and the western lifestyle so unique.

CONTACT

Email:
hrcrandall00@gmail.com
Phone:
(806) 566-7575

SOCIAL



facebook.com/hannah.crandall.18



instagram.com/hannahrcrandall



linkedin.com/in/hannah-crandall



www.hannahcrandall.com

MEMBERSHIP

Ag Women Connect
National Cowgirl Museum & Hall of Fame
Cowgirls Over Coffee
Cowgirls & Cocktails
Denton Chamber of Commerce
Leadership Denton Class 39

VOLUNTEER EXPERIENCE

Legacy of the West Gala
United Way of Denton County

AREAS OF EXPERTISE

Graphic Design, Web Design,
Social Media, Writing/Editing,
Photography, Event Production

EDUCATION

Texas A&M University, College Station, Texas **May 2021**
Bachelor of Science, Agricultural Communications and Journalism **GPA: 4.0**
Minor: Tourism Management with Professional Event Management Certification

MARKETING AND EVENT PRODUCTION EXPERIENCE

North Texas Fair & Rodeo, Denton, Texas **April 2022-present**
Marketing & Media Manager

- Negotiates media buys and manages advertising budget of more than \$205,000 annually
- Creatively designs all marketing materials, on-site signage, etc., creates and manages social media calendar, volunteer/membership databases and monthly newsletter, and is responsible for all broadcast advertising content
- Recruits, schedules and assists with media requests and interviews, and engages in the community and industry

Vintage Five Production, LLC., Billings, Montana **September 2019 and December 2020**
NILE Rodeo Production Intern and Rodeo Live Stage Production Assistant

- Gained experience producing large-scale events in the rodeo world and country music scenes at the NILE Stock Show & Rodeo and the Rodeo Live Stage during the NFR

WRITING/CONTENT CREATION EXPERIENCE

Cavender's **November 2023-present**
Contract SEO Writer

- Writes content and blogs for retail site to drive traffic and rank online with SEO practices

The Arena Press **November 2022-present**
Freelance Writer and Content Creator

- Writes news and feature pieces for both online editorial and digital magazine focusing on current events in rodeo and co-hosts podcast, 'Where Rodeo Meets the Road'

Morris Media Network **July 2022-present**
Freelance Writer – Western Horseman and Quarter Horse News

- Covers events both in-person and remotely to highlight wins and notable news for Quarter Horse News, which is published online
- Writes feature pieces for Western Horseman showcasing some of the most well-known people and animals in the industry for both various print editions and online editorial

Texas Monthly/National Cutting Horse Association **July 2022-present**
Freelance Writer – Cutting Horse Chatter

- Writes both event and feature articles specifically promoting the cutting horse industry for the magazine both printed and published digitally

Cowboy Lifestyle Network **January 2022-present**
Contract Author

- Writes pre-event articles and feature pieces for online editorial and each magazine issue highlighting rodeos across the country, athletes, travel destinations and more

Twisted X Global Brands **May 2023-August 2023**
Contributing SEO Project Writer

- Wrote articles to increase Twisted X's visibility as a leader in cowboy boot and western lifestyle shoe production

Rodeo News **January 2021-May 2021**
Freelance Writer

- Wrote feature articles giving an in-depth look at rodeo athletes and personnel's stories