






HANNAH REICHART

Digital Marketing

Digital marketer with five years across paid acquisition, SEO, and marketing ops for mid-market DTC and B2B brands. Strong in GA4, HubSpot, and SQL-light reporting, with a habit of cleaning up messy attribution before scaling spend.

CONTACT INFORMATION

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KEY SKILLS

- Google Ads, Microsoft Ads, LinkedIn Ads
- GA4 and Looker Studio
- HubSpot Marketing Hub and Klaviyo
- SEO audits (Screaming Frog, Ahrefs)
- Landing page testing (Unbounce, VWO)
- SQL (basic SELECT/JOIN)
- Excel pivot tables and forecasting
- Cross-functional briefing and project mgmt

PROFESSIONAL EXPERIENCE

Senior Digital Marketing Specialist | Trailmark Home Goods, Minneapolis, MN | 2022 to Present
2022 - Present

- Own Google Ads and Microsoft Ads accounts at about \$62K/month in spend; restructured branded vs. non-branded campaigns and dropped CPA by 27%.
- Led migration from Universal Analytics to GA4, rebuilding conversions, audiences, and Looker Studio reports for six stakeholders.
- Partnered with the SEO agency on a technical audit; resolved canonical and crawl issues and grew non-branded organic sessions by roughly half year over year.
- Manage a weekly creative briefing process with the design team, shipping ~30 new paid assets per month.
- Mentor a junior coordinator on bid strategy testing and weekly pacing reviews.

Digital Marketing Specialist | Polarwave Logistics, Minneapolis, MN | 2020 to 2022
2020 - 2022

- Ran LinkedIn Ads and Google Ads for a freight-tech platform; built first ABM list of 480 target accounts with sales ops.
- Set up HubSpot workflows for lead routing and lifecycle stage updates that cut sales follow-up time noticeably.
- Produced two webinars per quarter, owning landing pages, paid promo, and reminder email sequences.
- Built monthly pipeline-influenced dashboards in HubSpot and Sheets that the CMO used for board updates.

Marketing Coordinator | Halcyon Gear Rentals, St. Paul, MN | 2019 to 2020
2019 - 2020

- Supported paid social and influencer outreach for an outdoor rental startup ahead of its first full season.
- Owned the Klaviyo account end to end: list segmentation, three lifecycle flows, and weekly campaigns.
- Wrote and shipped a 12-post blog series on trail guides that became the top organic traffic source by month six.

EDUCATION

B.A. Marketing and Psychology, University of Minnesota, 2019

Google Ads Search Certification, 2023

