

HANNAH FRIDRICH

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EDUCATION

San Diego State University — San Diego CA

Jan 2024- May 2027

Bachelor of Science in Marketing (Integrated Marketing Communications)

PROFESSIONAL EXPERIENCE

Contract SEO & Content Writer — Turnout (Startup) | Remote

July 2026

- Wrote SEO landing page copy for 20 state-specific benefits pages, driving a 56% increase in organic lead volume following launch
- Produced keyword-optimized content that generated 500+ organic leads within the first 3 weeks of launch
- Used Claude (AI) to draft, structure, and fact-check content at scale, applying keyword-driven page architecture and verifying details against primary government sources

Host— Top of the Market | San Diego, CA

Aug 2025 – Present

- Managed front-of-house operations for 150+ guests per shift, maintaining a positive and consistent brand experience in a high-volume environment
- Optimized reservation flow using OpenTable, reducing wait times during peak hours by an estimated 15-25%
- Developed external-facing marketing materials including one-pagers and event promotions, contributing to increased business partnerships and repeat traffic

Server — Homestead Restaurant at Big Sur Lodge | Big Sur, CA.

Jun 2024 – Jul 2025

- Served 40+ guests per shift in a high-volume setting while maintaining order accuracy, efficiency, and attentive customer service
- Increased average ticket value by an estimated 10–15% through menu knowledge, tailored recommendations, and strategic upselling.

Retail Associate — Big Sur Lodge Gift Store | Big Sur, CA

Jul 2021 – Dec 2023

- Assisted 100+ customers per shift, providing product guidance that supported purchase decisions and customer satisfaction
- Maintained inventory accuracy and visual merchandising standards to improve store organization and the overall shopping experience

RELEVANT PROJECTS

Importing Italy — Integrated Marketing Campaign Project | SDSU

Mar 2026 - May 2026

- Designed a data-informed integrated marketing campaign applying consumer research, audience targeting, and strategic messaging
- Leveraged AI tools to streamline research, brainstorming, and content development

Adopt, Don't Shop — Visual Rhetoric Website Project | SDSU

Apr 2026

- Designed and developed a persuasive website integrating visual design, messaging, and UX principles
- Conducted audience and competitor research to strengthen messaging strategy

Rip. Dip. Reset. — Experiential Marketing Campaign | Independent Portfolio Project

Aug 2026

- Developed the strategy, audience insight, event concept, social content, packaging, landing-page mockup, and proposed KPIs for a hypothetical PopUp Bagels x Breathe Degrees collaboration.
- Created a 1970s California surf-inspired identity designed to build awareness and encourage event registrations and catering inquiries.

SKILLS

Technical: Excel, PowerPoint, JavaScript, HTML, Adobe Photoshop, Canva, Claude AI, Google Analytics

Marketing & Business: SEO, Copywriting, Keyword Research, Content Strategy, Campaign Strategy, Consumer Insights

Professional: Communication, Organization, Collaboration, Attention to Detail, Problem Solving