

Hanna Markham-Bennett

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PROFILE

Marketing Manager with a master's degree in Communication and experience promoting live entertainment for Live Nation. My background in entertainment-focused communication strengthens my approach to audience engagement and helps me create meaningful, inclusive live comedy experiences.

EDUCATION

Master of Arts in Communication (Entertainment & Tourism Emphasis) Fullerton, CA
California State University, Fullerton (CSUF) December 2021
Focused on entertainment marketing, audience engagement, and media industries.

Bachelor of Arts in Media Studies San Marcos, CA
California State University San Marcos (CSUSM) December 2019
Study Abroad: University of Newcastle, Australia — coursework in public relations and media communication.
Minor in Women & Gender Studies.

EXPERIENCE

Marketing Manager, Comedy April 2024—Present
Live Nation Sacramento, CA

- Lead end-to-end marketing strategy for over 570 live comedy events annually across two venues, overseeing campaign execution, creative development, and performance tracking.
- Manage over \$170K in annual show and venue marketing budgets, optimizing spend across paid media, creative production, and grassroots initiatives.
- Plan and execute cross-platform advertising campaigns, managing buys across Meta, TikTok, Reddit, X, Spotify, radio, print, and OOH channels.
- Collaborate cross-functionally with talent buyers, PR, creative, operations, and legal to align on marketing strategy, approvals, and artist-specific requirements.
- Build and maintain strategic partnerships with local businesses, sponsors, and media outlets to drive brand awareness and audience engagement.
- Develop and execute non-traditional programming and community-driven events that elevate the venue's visibility and increase attendance on non-show nights.
- Design and implement ticketing promotions, email campaigns, and digital content strategies to drive sales and strengthen audience retention.
- Analyze campaign data and audience insights to inform creative direction, targeting, and budget adjustments for future campaigns.
- Capture and curate night-of-show content for venue social media, maintaining consistent brand voice and community engagement.

Founder/ Lead Digital Creator March 2023—Present
Goodie Digital Marketing Sacramento, CA

- Provides creative brand-development ideas for distribution of content to target audiences.
- Produces and edits videos/content for ALL social media platforms,(e.g., Facebook, Instagram and LinkedIn) ensuring to optimize social content and ongoing social content updates.
- Leads social media campaigns and assists with website development, outreach initiatives, and engagement tactics.
- Creates and distributes emails, blogs, infographics, and videos to target audience.

Marketing Coordinator

Tim Lewis Communities

October 2022—March 2023

Roseville, CA

- Supported marketing efforts for multiple new-home communities.
- Designed print and digital collateral to support community launches and sales initiatives.
- Coordinated grand opening events and assisted with project logistics.
- Processed invoices and helped maintain marketing budgets.

Marketing Coordinator

Westcoat Specialty Coatings

December 2021—October 2022

San Diego, CA

- Managed social media content and scheduling across Facebook, Instagram, TikTok, and LinkedIn for a national B2B audience.
- Created graphics and short-form video content, and provided feedback on long-form YouTube demonstration videos to ensure accuracy and brand alignment.
- Wrote and distributed digital content including emails, blogs, and infographics to support product education and dealer outreach.
- Assisted with website updates, social media campaigns, and engagement initiatives to strengthen brand visibility.
- Prepared promotional materials and digital assets to support trade shows and industry events.
- Collaborated with sales and product teams to maintain consistent, on-brand communication across all marketing channels.

Marketing and Social Media Intern

The Queens' English

March 2021—Aug. 2021

San Diego, California

- Contributed creative ideas for brand development and content distribution across social platforms.
- Created social graphics and short-form videos for Instagram and TikTok.
- Assisted with social media campaigns, outreach initiatives, and audience engagement.
- Wrote and distributed digital content including emails, blogs, and infographics.

Please Refer to LinkedIn for Prior Experience Than is Listed.**SKILLS & QUALIFICATIONS**

- Social Media Advertising & Analytics (Meta, TikTok, Reddit, Spotify, X)
- Content Creation, Copywriting & Messaging
- Branding & Graphic Design (Canva Pro)
- Email Marketing & CRM (Salesforce, Mailchimp)
- Website Updates & Content Management
- Vendor Coordination, Time Management & Project Organization
- Cross-Functional Collaboration & Communication