

# Paul Hanna

New York, NY 10012

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## EDUCATION

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**Columbia University**, Columbia College, New York, NY Sept. 2019 – May 2023  
B.A. in Political Science and Film, Dean's List (all semesters), GPA 3.94, Laidlaw Fellow, Pi Sigma Alpha

## PROFESSIONAL EXPERIENCE

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**Google**, New York, NY June 2023 – Present

*Growth Strategist/Consultant, Team Lead, AI Principles Advisor*

- Scales revenue and improves ROI for \$28m portfolio of 100+ Google Ads clients quarterly across 20+ business verticals, partner with client and agency stakeholders to develop growth plans and implement marketing strategy
- Serves as team lead, mentoring and guiding 15+ Googlers to achieve target KPIs and increase YOY revenue
- 20% project: Develops and implements product stress-tests to ensure compliance with Google AI principles

**Alvarez & Marsal**, Washington, D.C. June 2022 – August 2022

*Summer Analyst, Corporate Performance Improvement*

- Advised Caribbean-based government entity by informing procedural management of over \$8bn in grants
- Performed third-party fiduciary duties and aided in creation of payroll service to distribute over \$1.5bn yearly
- Researched best-practice spend cases of over \$30.4bn in FY2022 to advise client on restructuring efforts
- Investigated firm initiative to emerge as leaders in \$90.5bn industry, presented findings and go-to-market strategy to steering committee

**CNN**, New York, NY Sept. 2021 – Dec. 2021

*Ad Sales Research Intern*

- Researched macro-level trends about consumer buying power within the media industry for the last 5 years, identifying and implementing key opportunities that increased ad-revenue by 200% with target young audiences
- Assembled forecast models for advertising trends, targeting \$900bn in yearly spend for key demographics
- Produced and presented dozens of client-facing sales deliverables and RFP requests to key stakeholders

**Kargo**, New York, NY June 2021 – Sept. 2021

*Partnerships Intern*

- Prospected hundreds of new clients and forged dozens of partnerships with publishers like the BBC
- Assembled ad-performance data reports for over 500 clients to develop revenue growth strategy
- Engineered automated discrepancy reporting solution that reduced time spent preparing reports by 95%

**Tortoise Media**, London, UK May 2021 – July 2021

*Business Development Intern*

- Orchestrated US growth strategy for UK-based subscription media start-up with 120,000 paying members
- Identified underrepresented communities and promoted Tortoise platform, increasing readership by 10,000
- Secured partnerships with target non-profits/corporations, onboarding dozens of partners and securing over £50k in investment funding

**Ichor Strategies**, Brooklyn, NY Sept. 2020 – Dec. 2020

*Research Analyst Intern*

- Produced over 30 political, economic, and demographic market research reports for Fortune 100 companies and advised clients on opportunities that strengthened brand image in over 50 target communities
- Analyzed and interpreted economic efficiency of hundreds of local nonprofits and interpreted digital media data to inform over \$40 million in regionally distributed philanthropic funds and investments

## OTHER EXPERIENCE

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**Baxtop**, New York, NY Nov. 2023 – Present

*Co-founder*

- Founded creative consulting agency designed to uplift music artists and brands through high quality content
- Oversees pitch-to-publish cycle, outreaching to artists and developing and executing brand strategies
- Acts as creative director and creates music videos, commercials, and social media content for clients

## SKILLS

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**Language:** French (Advanced), Aramaic/Assyrian (Native Speaker)

**Technical:** Python (Data Analysis), Excel, PowerBI, PostgreSQL, HTML, Looker, Salesforce, Adobe Suite (Lightroom, Photoshop, Premiere), Google Analytics, Asana, Jira, Nielsen, comScore

**Other:** Financial Forecasting, Client Relations, Public Speaking, Research Analytics, Benchmarking

**Interests:** Fencing (Sabre), Filmmaking/Videography, Published Poet (poems in Michigan Quarterly Review), Tennis