

HANNA HOPE

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EXECUTIVE SUMMARY

Strategic program leader and trusted organizational partner. Experienced in designing visionary program strategies, improving operational effectiveness, and mobilizing cross-functional teams around shared goals. Combines big picture thinking with an eye for detail to ensure flawless execution. Brings a proven ability to deliver high-impact, scalable programs across a variety of industries, functions, and global markets. Skilled in building trusted relationships with senior leadership and external stakeholders while consistently delivering initiatives that elevate brands, engage diverse audiences, and advance institutional goals. Brings calm clarity to complex challenges. Core Strengths:

- Executive Communications & Strategic Messaging
- Cross-Functional Strategy Execution
- Global Program Design & Delivery
- Process Improvement & Operational Transformation
- Vision Setting & Team Leadership
- Relationship Building & Collaboration
- Big Picture Planning & Detailed Execution
- Data-Driven Decision Making
- Leading Through Uncertainty

KEY RESULTS AND ACCOMPLISHMENTS

PROGRAM STRATEGY & EXECUTION | OPERATIONS | PROCESS IMPROVEMENT

- **Oversee a suite of flagship programs for senior leadership at Emory University.** Directed 100+ global programs for Emory University's \$4B comprehensive fundraising campaign, expanding visibility and strengthening relationships with priority audiences.
- **Developed three-year strategic events and communications plan.** This long-term program roadmap leveraged in-person experiences to create ongoing content and engagement opportunities across channels.
- **Led operational improvements,** streamlining workflows, reallocating resources, and accelerating project timelines while maintaining standards for excellence. Built repeatable processes and project management systems that improved coordination, reduced complexity, and allowed teams across locations to deliver consistent, high-quality programs.
- **Designed and executed high-profile strategic experiences,** including producing a multi-day summit featuring a former U.S. President, managing 10+ sessions across four days, four documentary films, and coordinating the participation of 20+ global leaders.
- **Planned and executed large domestic and international group trips:** Developed global immersion programs for key stakeholders, including a U.K. political experience to observe the 2017 snap general election organized in under six weeks.

LEADERSHIP AND COLLABORATION | RAPID MOBILIZATION

- **Built and led a rapid-response voter outreach program** that trained 300+ volunteers in 48 hours and reached millions of voters during Georgia's Senate runoffs; developed all training materials, onboarding processes, volunteer handbooks, and operational systems to support rapid scale and ensure consistency across a globally dispersed team.
- **Established long-term relationships with senior executives,** board members, donors, and external partners across Emory and Georgetown.
- **Consistently chosen to step in during high-pressure situations,** trusted to stabilize teams and keep work moving forward in dynamic environments.
- **Developed collaborative systems** that improved information-sharing, resource allocation, and team coordination across departments, increasing buy-in for executing on strategic initiatives.
- **Chaired annual day of service for 375+ volunteers:** Flawlessly executed annual day of service for four years. Secured strategic partners, trained, and mobilized 375+ volunteers a year, and managed complex logistics for 30 different locations across Metro Atlanta.

STRATEGIC COMMUNICATIONS | STAKEHOLDER ENGAGEMENT | GLOBAL REACH

- **Supported executive speakers** in delivering high-impact, audience-tailored remarks to senior leadership and global audiences.
- **Created clear communications frameworks** adopted by thousands of volunteers to ensure message consistency across large-scale outreach efforts.
- **Developed digital content and engagement resources** – including videos, podcasts, graphics, and more – to equip colleagues across the division with timely, audience-relevant materials that strengthened stakeholder relationships and elevated institutional priorities across key awareness moments throughout the year, like Black History Month, Women's History Month, and Native American Heritage Month.

PROFESSIONAL EXPERIENCE

EMORY UNIVERSITY ADVANCEMENT AND ALUMNI ENGAGEMENT DIVISION**July 2021 – Present****Senior Managing Director, Strategic Programs** (September 2023 – present)**Director, Advancement and Alumni Engagement Events** (July 2021 – August 2023)

Lead global programs and strategic initiatives on behalf of the university's president, provost, healthcare leadership, and academic units. Partner across departments to develop programs that support enterprise priorities, elevate brand visibility, and strengthen donor and stakeholder relationships. Manage a \$1.8M budget and oversee high-performing project teams across complex, fast-paced environments.

- Direct 100+ global programs as part of Emory's \$4B campaign, delivering high-impact experiences that deepen donor engagement and expand institutional reach.
- Develop repeatable systems and roadmaps to scale program delivery, improve collaboration, and increase speed to execution across teams and departments.
- Lead cross-functional workstreams to align stakeholders, stabilize teams, and maintain momentum in high-pressure or ambiguous situations.

GEORGIA DEMOCRATIC PARTY COORDINATED CAMPAIGN**November 2020 – January 2021****Digital Organizer, Peer-to-Peer (P2P Texting) Program**

Managed the design and delivery of a rapid-response digital voter engagement program during Georgia's Senate runoff elections.

Collaborated across campaigns to lead a volunteer corps that delivered over 17.5 million messages to voters in one month.

- Built and trained a volunteer force of nearly 1,000, including 300+ volunteers onboarded within 48 hours ahead of Election Day.
- Developed all training materials, onboarding infrastructure, and management systems to support scalable, consistent outreach at speed.
- Collaborated with stakeholders across the Coordinated Campaign and the Ossoff and Warnock campaigns to align messaging and strategy across channels.
- Fostered a positive, inclusive team culture while maintaining accountability and high performance under deadline.

ZAHRA FOR CONGRESS CAMPAIGN**August 2019 – February 2020****Campaign Manager and Communications Consultant**

Recruited to lead the launch and operations of a top-tier congressional campaign, overseeing communications strategy, field operations, media relations, and stakeholder engagement. Served as lead advisor to the candidate while managing daily operations across all campaign functions.

- Developed integrated communications and media strategies that secured national and local press coverage across digital, print, and broadcast platforms.
- Built cross-functional communications, marketing, and operations plans to expand candidate visibility, support voter outreach, and drive campaign fundraising.
- Collaborated with external consultants, political partners, and community stakeholders to align messaging and campaign priorities.

GEORGETOWN UNIVERSITY'S INSTITUTE OF POLITICS AND PUBLIC SERVICE**July 2015 – June 2019****Director of External Relations and Operations** (June 2018- June 2019)**Chief of Staff** (September 2016 – May 2018)**Operations and Student Engagement Manager** (November 2015 – September 2016)**Executive Assistant** (July 2015 – November 2015)

Led external partnerships, cross-functional collaboration, and program design for Georgetown's fast-growing Institute of Politics. Oversaw operations, development partnerships, and headline public programming that elevated the university's global profile.

- Directed strategic partnerships with corporate sponsors, global leaders, board members, and university leadership to secure funding, expand programming, and build institutional visibility.
- Designed and executed high-profile, multi-day global summits, including one featuring a former U.S. President with 10+ sessions, 20+ global leaders, and multiple documentary productions.
- Managed operations, administrative teams, and student engagement to support organizational growth, financial stewardship, and program excellence.
- Created and managed external-facing communications strategies to support programming, executive visibility, and engagement.

EDUCATION & LEADERSHIP DEVELOPMENT

Georgetown University, School of Continuing Studies**August 2018**

Executive Master's in Global Strategic Communications

Georgia State University, J. Mack Robinson College of Business**July 2013**

Bachelor of Business Administration, Magna Cum Laude