

HANNA HOPE

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EXECUTIVE SUMMARY

Senior program and operations leader with more than a decade of experience driving complex, high-stakes initiatives in uncertain, dynamic, and rapidly evolving environments. Adept at building global programs, organizational systems, and large-scale events from the ground up, managing multi-million-dollar budgets, producing presidential-level initiatives, and leading cross-functional teams across industries and markets. Known for combining long-term strategic vision and planning with operational precision, and a talent for using an organization's most high-pressure and defining moments – leadership transitions, milestone projects, and institutional crises – to strengthen brand identity and galvanize teams.

SKILLS SUMMARY

Strategic Planning • Program Management • Event Strategy & Production • Budget Management • Cross-Functional Leadership • Executive Communications & Messaging • Stakeholder Engagement • Change Management • Organizational Transformation • Digital Content Strategy • Operational Systems Design • Team Leadership & Development • Vendor, Consultant, and Contractor Management

PROFESSIONAL EXPERIENCE

EMORY UNIVERSITY

July 2021 – Present

Senior Managing Director, Advancement Strategy

Run enterprise-wide strategic programs, executive events, and cross-functional projects for senior university and healthcare leadership. Manage budgets of up to \$1.8M, direct reports, and project teams. Served as a senior program strategist for Emory's \$4B comprehensive campaign through its successful completion in 2025.

- Directed 125+ programs over five years, from intimate executive dinners to large-scale global events for university leaders, building institutional relationships across audience segments, industries, and markets
- Created a three-year strategic roadmap integrating live programming, digital content, and audience engagement, designed on my own initiative and adopted by the division as its operating infrastructure
- Expanded major gift pipeline by identifying and activating 200+ previously unengaged high-capacity prospective stakeholders in eight months, creating qualified opportunities for frontline teams
- Leading a series of high-profile events introducing a new university president to top institutional stakeholders, including trustees and principal gift donors
- Built Emory's digital-first content strategy for the institutional response to President Jimmy Carter's passing, coordinating cross-functional teams on a compressed timeline
- Designed and executed international events and stakeholder programs in India, the U.K., and South Korea, managing travel logistics, cultural protocols, and C-suite participation
- Produced original content (web series, podcasts, branded graphics) and developed executive remarks, talking points, and moderator questions for senior leadership across high-profile programs
- Built a program management system to standardize workflows and documentation across programs

GEORGIA DEMOCRATIC PARTY COORDINATED CAMPAIGN

November 2020 – January 2021

Digital Operations Lead

Helped build and lead the digital voter outreach operation for Georgia's historic U.S. Senate runoff elections. Started as an unpaid volunteer during COVID-19, identified that no operational infrastructure existed, and created the program's foundational systems, including a 28-page operational playbook written before being hired as a full-time staffer.

- Built and led a rapid-response digital voter outreach program that scaled to nearly 1,000 volunteers delivering 17.5M voter contact messages during Georgia Senate runoff elections
- Developed volunteer training materials, onboarding processes, operations manuals, and tracking systems to support rapid growth
- Managed 40+ team leaders and onboarded 300+ new volunteers in 48 hours for Election Day surge operations
- Partnered with campaign leadership and external partners to align digital outreach, messaging, and coordinated campaign goals

ZAHRA FOR CONGRESS CAMPAIGN
Campaign Manager

August 2019 – February 2020

Recruited to launch a top-tier congressional campaign. Oversaw communications, fundraising, stakeholder engagement, and operations.

- Developed cross-functional communications, media, and marketing strategies resulting in local and national press coverage that expanded candidate visibility.
- Served as spokesperson for media inquiries, prepared candidate briefing materials, and managed earned media opportunities.

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)

First hire outside the Executive Director. Built the organization from the ground up and served as its operational backbone, the one constant through years of rapid institutional growth and turnover. Promoted from Executive Assistant to Chief of Staff to Director in under three years.

- Produced a multi-day global summit with a former U.S. President, managing event strategy, 10+ sessions over four days, four documentary productions, participation of 20+ global leaders, and end-to-end logistics that earned direct recognition from the former President
- Designed and executed programs and events on tight timelines, including student engagement trips to the U.K. (conceptualized and executed in under six weeks), Mexico, Georgia, and the 2016 DNC and RNC in Philadelphia and Cleveland
- Wrote content for press releases, web stories, and remarks for elected officials, senior executives, and global leaders for moderated conversations and public sessions
- Built strategic partnerships with corporate sponsors, public officials, and university leadership; worked directly with board members and donors to align programming with Georgetown's institutional mission and goals
- Ran cross-functional teams, budget management, and day-to-day operations for the fastest growing and most highly visible organization within the university

NUNN FOR SENATE CAMPAIGN
Scheduling and Advance Assistant

May-November 2014

Started as an intern and was quickly hired as a full-time scheduling assistant; within weeks was coordinating debate prep and running war rooms based on demonstrated ability to manage complexity under pressure.

- Prepared daily schedules and briefings for candidate, key staff, and consultants
- Oversaw debate prep and logistics
- Managed debate and election day war rooms

EDUCATION

Georgetown University, School of Continuing Studies

2018

Executive Master's in Global Strategic Communications | GPA: 4.0

Georgia State University, J. Mack Robinson College of Business

2013

Bachelor of Business Administration | Magna Cum Laude | President's List | Major GPA: 4.0

The Westminster Schools

2008

ICF Accredited Coaching Program

2017-2019

Completed multiple courses in Leadership Coaching