

HANNAH G. BECKER

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EDUCATION

Florida Institute of Technology - Melbourne, FL (2019 - Present)

Master of Science in Information Technology degree candidate; anticipated completion
December 2021

American Public University - Charles Town, WV (2018-2019)

Graduate Certificate in Nonprofit Management

Florida Institute of Technology - Melbourne, FL (2013-2015)

Master of Business Administration, Concentration: Marketing

Mississippi State University - Starkville, MS (2006-2010)

Bachelor of Science in Animal and Dairy Science

TEACHING EXPERIENCE

Adjunct Professor

Virginia Military Institute - August 2021 - Present

- Teaching Principles of Management

Adjunct Instructor

Neosho County Community College - January 2016 to May 2018

- Taught online, hybrid, and face-to-face sections of Computer Science, Economics, and Small Business Management to undergraduate students.

Adjunct Instructor

Ottawa University - June 2015 to January 2017

- Taught New Business Ventures and Organizational Behavior courses to undergraduate students.

PROFESSIONAL EXPERIENCE

Creative Director and Partner

Becker Digital - January 2015 to Present

- Works with organizational clients to develop fully customized digital communications strategies that extend beyond the screen and connect the community in an engaging, meaningful way.
- Industries and sectors served include agriculture, education, local government, military and veteran organizations, small business, and nonprofit organizations.
- Coordinates with clients, manages creative and technology talent, leads market research, develops dynamic communications, marketing, and outreach campaigns, and leads strategy execution.
- Launched Operation Influence -- an in-house influencer network that recruits bloggers and social media influencers to the amplification of organizational client messages through influencer campaigns.
- Develops digital strategy continuing education programs for community leaders, entrepreneurs, government employees, and nonprofit organization boards and staff. Program topics include communications strategy, mobile-responsive website design, social media management, content management, public relations, influencer marketing, online user trends, and development of a human-centric digital strategy.

ADVISORY BOARDS AND COUNCILS

- Military Family Advisory Network (2019 – 2021)
- Kansas Department of Agriculture (2017 – 2018)
- Olathe Heath (2015 – 2018)

PROFESSIONAL AFFILIATIONS

- Society of Military Spouses in STEM
- Hiring Our Heroes - Military Spouse Professional Network
- Lexington-Rockbridge Chamber of Commerce

Updated: August 2021