

Hannah Eppel

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Profile Summary

I create and implement communication strategies to engage with communities and inspire employee advocacy. With a special interest in philosophy, I think critically about human problems, I am curious, and am always eager to learn. My passions lie in employee well-being, employee experience, employee engagement, and organisational culture.

Skilled in employee & employer branding, market research, integrated marketing strategy, brand reputation management, brand crisis monitoring & advising, digital brand auditing, community engagement, digital marketing, data analytics & insights, and relationship management.

My digital marketing client portfolio includes Anglo American SA, TransUnion SA, Bidvest Life, Coastland Sales, Nelson Mandela Bay Stadium, Intertown Transport, and Courier Online. I have also done integrated academic project work for the African Union, Jacobs coffee, Sunlight, JustDiggIt, and DKMS.

Education

MA, CORPORATE COMMUNICATION | 2024 | UNIVERSITY OF JOHANNESBURG

- Research Dissertation: Building Employee Resilience to Organisational Change: A Study of Strategic Internal Communication in South Africa.
- Knowledge & Skills: Strategic Leadership, Change Management, Employee Engagement, Corporate Communication, Internal Communication, Qualitative Research, Interviewing.

BA HONS, STRATEGIC COMMUNICATION | 2022 | UNIVERSITY OF JOHANNESBURG

- Graduated Cum Laude.
- Research Dissertation (89%): Organisational Culture and Mental Well-being in the Creative Workplace: A Study of Early-Career Employee Experience at Selected Communication Agencies in Johannesburg.
- Related coursework: Communication & Social Change, Communication Management, Applied Strategic Communication, Strategic Communication Theory.
- Awarded a full NRF Scholarship for my Honour's degree.

BA STRATEGIC CORPORATE COMMUNICATION | 2021 | UNIVERSITY OF JOHANNESBURG

- Graduated Cum Laude (84%).
- Major: Philosophy [Applied Ethics]. Top Student in all 3 years of my undergraduate.
- Related coursework: Sociology, Internal Communication, Applied Strategic Communication.
- Awards: UJenius Club for Academic Achievement - Top 1% of achievers at UJ (2019-2021). Dean's List (2019-2021).

Experience

EMPLOYEE EXPERIENCE CONSULTANT | EMPLOYEE BRANDING SOLUTIONS - FREELANCE | JAN 2023 - CURRENT

- I connect the worlds of employer & employee branding to provide a unique employee engagement solution. In this role, I partner with corporates to develop their company's business brand and employees personal branding to create a more dynamic presence in LinkedIn. This builds a foundation for employee advocacy in an increasingly competitive talent market, which improves business reputation and visibility. I also work separately with individuals seeking to elevate their personal brand on LinkedIn, ranging from early-career jobseekers to seasoned executives. This involves strategic consultation sessions, profile copywriting, LinkedIn header design work, professional headshot photography, and thought leadership article writing.
- **Skills:** *Qualitative Interviewing · Technical Copywriting · Talent Advisory · Online Reputation Management · Personal Branding · Employee Branding · Headshot Photography · Graphic Design*

DIGITAL MARKETING ANALYST | HOOLA - FREELANCE | JAN 2023 - CURRENT

- I monitor online marketing trends, analyze statistics, develop strategies for digital marketing campaigns, and track campaign performance. I prepare campaign results, create data visualizations, and present insights and findings to colleagues and clients. In this role, I build and maintain relationships with 4 clients across the ecommerce, transport & logistics, and events industries. I conduct thorough market research on these industries to identify key trends, insights, and opportunities for clients. I build in-depth reporting structures using Google Looker Studio, to showcase client performance across social media platforms, email campaigns, Google ads, and website analytics. To this end, I provide direction and consult clients based on best strategies moving forward to improve performance.
- **Skills:** *Data Analysis · Presentation Skills · Strategic Insights · Google Data Studio · Digital Strategy*

JUNIOR CONSULTANT - COMMUNITY ENGAGEMENT, BRAND ANALYSIS & DIGITAL MARKETING | BYDESIGN SOUTH AFRICA | MARCH 2020 – DEC 2022

- I worked closely with Anglo American's corporate office to manage the mining giant's online reputation in South Africa. I consumed daily news, identified potential crises at regional mines, compiled reports, and sent to decision makers in real time. I regularly audited social media content and performance across Facebook, LinkedIn, Twitter, and Instagram, to pull relevant insights and create new social strategies for the business to reach their objectives. I created educational content for their green hydrogen energy product launch, and cybersecurity content for Anglo American's online communities to stay safe from fraudsters. I helped Anglo American streamline their communications with local communities by championing a 'Roving Reporter' media toolkit, and training, that put videomaking equipment in the hands of local communications teams to capture authentic footage of what is happening at site-level.
- **Skills:** *Campaign Management · Google Analytics · Market Analysis · Hootsuite Insights · Sprout Social · Meltwater · Google Looker Studio · Trend Analysis · Trend Forecasting · Digital Strategy · Content Management · Brand Management · Online Reputation Management · Social Media Marketing · Digital Marketing · Strategic Communications*

MARKET RESEARCH INTERN | STANBIC BANK UGANDA | JAN 2019 – FEB 2019

- I joined Stanbic Bank as an intern in Uganda during the formative stages of the bank developing a digital trade challenger bank. My role included design thinking work, client interviews and interactions as well as documenting these interactions for consumption within the bank.
- **Skills:** *Corporate Communications · Strategic Communications · Market Research · Stakeholder Management · Creative Problem Solving · Network Development · Relationship Building · Tenacious Work Ethic · Client Interfacing Skills · Interviewing*

SMALL BUSINESS FOUNDER & OWNER | EKHAYA GIFTS | APR 2019 - CURRENT

- In 2019 I founded Ekhaya Gifts (Pty) Ltd to manufacture and sell African-print neckties. Inspired by my roots in Zimbabwe, travels to Jamaica and internship experience in Uganda, these ties have found great success in the local and international market, as gifts for family and friends abroad. This venture has taught me much about the local business landscape and opportunities in South Africa. I am a resourceful person who can take a penny and convert it into a business idea. This entrepreneurial spirit has benefitted me to see opportunities in business problems, and to find creative ways to engage with targeted audiences.
- *Skills: Business Strategy · Small Business Online Marketing · Strategic Partnerships · Small Business Management*

Certificates

DIVERSITY, INCLUSION, AND BELONGING | LINKEDIN LEARNING | 2023

- I learnt how to drive the conversation on DIBs, hire and retain diverse talent, listen to employees, and integrate DIBs into the employee lifecycle.

EMPLOYEE EXPERIENCE | LINKEDIN LEARNING | 2023

- This course taught me how to keep employees engaged and support them throughout the employee life cycle—from first contact to offboarding. This involves actively working with all facets of the organization—incorporating the company's culture, tools, and environment—to create a great place to work.

EMPLOYER BRANDING ON LINKEDIN | LINKEDIN LEARNING | 2023

- I learnt how to build an effective and consistent company brand on LinkedIn. This includes how to build a strong page, tell your story, share your culture, and turn employees into brand advocates that can help spread your message.

ON-THE-SPOT BUSINESS HEADSHOTS | LINKEDIN LEARNING | 2023

- I learnt the technicalities of corporate headshot photography, and how to make this experience as enjoyable as possible for employees. The course covered outdoor and indoor headshots, working with varying levels of photography gear.

WELL-BEING IN THE WORKPLACE | LINKEDIN LEARNING | 2023

- This course is targeted at helping employees to feel happier and healthier at work. I learnt practical techniques for alleviating anxiety, worry, stress, and other common mental health issues related to the workplace. This includes understanding what causes worry and how to reduce its effects, how to avoid burnout, and how to increase happiness and gratitude to battle negative thoughts.

HR AS A BUSINESS PARTNER | LINKEDIN LEARNING | 2023

- This course taught me how to serve organisations as a HR business partner, how to establish credit and trust, and the areas of focus for a HR business partner. This involved facilitating organisational change, supporting talent decision processes, and training & empowering managers.

BUSINESS ANALYSIS & PROCESS MANAGEMENT | COURSERA | 2022

- Grade Achieved: 92%
- I learnt to define business processes, their objectives and how they flow within the organizational context. Also, how to evaluate the current business from a process view, break down problems, and find an applicable business solution.

TEACHING ENGLISH AS A FOREIGN LANGUAGE (TEFL) | TEFLEN COLLEGE | 2017

- Master Course to teach professionals Business English Internationally. Credential ID -T17424.

Volunteer Work

HUMANITARIAN MISSIONARY, JAMAICA: THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS | MAY 2017 – NOV 2018

- I counselled local communities in Jamaica on their spiritual, mental, and physical development. I was selected to lead a team of female missionaries for 9 months, during which time I mentored, counselled, and motivated good mental health and strong performance.

Recommendations & Referrals (Contact details upon request)

SEAN ASPELING: ANGLO AMERICAN SA - DIGITAL MARKETING AND COMMUNICATIONS SPECIALIST

Having worked with Hannah for slightly more than a year, I must say she is an excellent professional. Hannah has assisted in sculpting the analytics and reporting framework now used to further grow digital owned assets at Anglo American South Africa. Hannah's work ethic is 10/10 and her attitude to always go the extra mile whilst producing quality work – phenomenal.

WAYNE COOK: STANDARD BANK - HEAD OF TRANSACTIONAL PRODUCTS & SERVICES RECEIVABLES

Hannah brought a positive and high energy approach to what was at the time a highly stressed environment. She took to challenges well and climbed the learning curve quickly with curiosity and humility. I found Hannah to have the highest levels of integrity, work ethic and internal positivity and drive. She delivered on time and exceeded expectations especially when having to engage with clients and bank seniors. From a development standpoint Hannah takes feedback well and works on weaknesses. When she first started, although a self-starter, she battled in quickly building her network within the bank. As we engaged and worked through the fundamentals of network development and stakeholder management this quickly became one of her strengths. Framing her key strengths is without doubt her ability to think creatively, manage stress and build broad and deep relationships. I saw these play out within her internship at Stanbic Bank as well as in her interactions on a social and professional level. I have zero reservations recommending Hannah for future roles she applies for.

PROF. RENE BENECKE: UNIVERSITY OF JOHANNESBURG – RESEARCH SUPERVISOR FOR HONOUR & MASTERS

Hannah is an amazing thinker and very committed to her dream to be a thought leader in the Creative Industry. She has taken her Honours research study and made it accessible to a much broader audience. This speaks of initiative and understanding of the important role Strategic Communicators have in society as well as of a very unique ability to build on existing knowledge and continuously develop new content. Her skills as a social media content developer and researcher are inspirational.

NYIKO SITHOLE: UNIVERSITY OF JOHANNESBURG – COLLEAGUE & FELLOW MASTERS STUDENT

Hannah Eppel understands the importance of making things happen. I have had the great honour of working with her on various projects at university for the last four years. Hannah has a fine mastery of writing which I have seen first-hand through her academic projects and newsletter publications about mental well-being at work. Hannah is a stellar academic, and a successful entrepreneur. But most importantly, she is a supportive colleague. Anyone can count on her to bring positive energy to even the most daunting tasks. Hannah Eppel brings value to the table; she would be a powerful addition to any team.