

Hannah LeBouthillier

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WORK EXPERIENCE

ICON International Inc.

Stamford, CT

Media Investment Associate

March 2025 - Present

- Manage ad placements for clients across national linear TV and digital media (display and video), ensuring campaigns run smoothly and meet performance goals.
- Perform stewardship functions, including monitoring campaign pacing, managing client schedules, and supporting day-to-day buyer functions.
- Coordinate company-wide vendor presentations for high-profile clients, including Paramount, NBCUniversal, and Warner Bros. Discovery.

Publishing Pros

Freelance Video Editor

July 2024 – April 2025

- Created 5-10 TikTok videos weekly for a high-volume account, with top-performing content reaching 1.4M views.
- Edited raw footage by removing errors, tightening pacing, and enhancing overall video quality.
- Consistently met tight turnaround deadlines while maintaining high client satisfaction.

Greycomm Studios

Baltimore, MD

Video Editor

September 2022 – May 2024

- Produced promotional videos for campus initiatives, including Rendezvous Haiti and Homeboy Industries.
- Edited student-run podcasts in Adobe Premiere Pro, synchronizing audio and integrating graphics.
- Applied storytelling and technical editing techniques to create engaging video content.

Marquee Brands – Martha Stewart Brand

Freelance Video Editor

September 2023 – February 2024

- Identified engaging moments from Martha Stewarts iHeartRadio podcast and transformed them into short-form content.
- Synchronized dual-camera footage to create a seamless, conversational flow between speakers.
- Aligned audio and video to ensure high-quality sound and a polished final product.

Marquee Brands – Martha Stewart Brand

New York, NY

Media Intern

June 2023 – August 2023

- Designed 500+ thumbnails for The Roku Channel, including series such as *Martha Bakes*, *Martha Gardens*, and *Martha Stewart's Cooking School*.
- Created 20+ TikToks for Martha Stewart's platform, generating 2.5M+ combined views.
- Analyzed content performance and compiled engagement reports to track audience trends.

EDUCATION

Loyola University Maryland

Baltimore, MD

Bachelor of Arts in Communication: Digital Media, Minor in Film Studies

May 2024

- Cum Laude
- Honors: Dean's List (Fall 2021, Spring 2022, Fall 2022, Fall 2023, Spring 2024)
- Member of Lambda Pi Eta (Communication Honor Society)

Newcastle University

Newcastle, UK

Study Abroad Semester

January 2023 – May 2023

SKILLS

Campaign Management, Microsoft Excel, Performance Tracking, Media Organization, Adobe Premiere Pro, Adobe After Effects, Adobe Photoshop, Freewheel Strata, Video Editing, Sound Design, Time Management, Attention to Detail