

Janetta Hannaman

Publisher

Profile

Results-driven Publisher with 5 years of experience in overseeing all aspects of publishing operations, including content acquisition, editorial processes, and production. Demonstrated success in driving growth and profitability, while maintaining high standards of quality and efficiency. Skilled in collaborating with authors, editors, and designers to deliver innovative and engaging publications for diverse audiences. Adept at leveraging digital platforms and technologies to enhance market reach and reader engagement. Exceptional leadership, communication, and project management abilities.

Employment History

Publisher at PacificBasin Communications, HI

May 2023 - Present

- Increased annual revenue by 25% in two years by implementing strategic marketing campaigns and forging partnerships with key industry players, resulting in a significant boost in advertising sales and subscription rates for PacificBasin Communications.
- Developed and launched two new successful magazine titles, catering to niche markets in Hawaii, which collectively generated over 100,000 new subscribers and \$1.5 million in revenue within the first year of publication.
- Implemented cost-saving measures and streamlined operations, reducing overall operational expenses by 15% and increasing profit margins by 10% within one year, allowing for reinvestment into new business initiatives and growth opportunities.
- Successfully led a major rebranding effort for PacificBasin Communications' flagship publication, resulting in a 20% increase in readership and a 30% increase in advertising revenue within six months of the rebrand launch.

Associate Publisher at Hawaii Business Publishing, HI

Sep 2018 - Apr 2023

- Successfully increased annual advertising revenue by 25% in two years, resulting in an additional \$1 million for Hawaii Business Publishing.
- Developed and executed a digital marketing strategy that led to a 40% increase in website traffic and a 20% increase in online ad sales within a year.
- Implemented a new content management system, streamlining the editorial process and reducing production time by 15%, allowing for more efficient publishing operations.
- Established partnerships with key industry leaders and local businesses, leading to a 30% increase in event sponsorship revenue and enhancing the company's reputation in the Hawaii business community.

Certificates

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📍 123 Aloha Lane, Honolulu, HI 96815

Education

Bachelor of Arts in Publishing and Editing at University of Hawaii at Manoa, Honolulu, HI

Sep 2014 - May 2018

Relevant Coursework: Literary Studies, Digital Publishing, Creative Writing, Editing Techniques, Graphic Design, Copyright Law, Marketing Strategies, Media Studies, Journalism, and Web Design.

Links

[linkedin.com/in/janettahannaman](https://www.linkedin.com/in/janettahannaman)

Skills

InDesign

Photoshop

SEO

HTML/CSS

Google Analytics

WordPress

MailChimp

Languages

English

Urdu

Hobbies