

# Hannah Poole

## Marketing Specialist

COMMUNICATION • WOOL • ACTIVATOR • INDIVIDUALIZATION • ARRANGER

### MY PURPOSE

"In the end, we only regret the chances we didn't take!"

### PROFILE

Hannah joins 2b Limitless as a Marketing Specialist, supporting the growth of our brand and helping to expand our presence throughout Australia and New Zealand.

Hannah brings over two decades of expertise in designing and executing marketing, communications and loyalty initiatives for organisations ranging from local businesses to global enterprises. Her greatest passion lies in guiding organisations to develop a brand identity that truly reflects who they are, allows them to tell their story and resonate with their customers.

Hannah's strengths, which are highly visible in both her professional and personal life, centre on communication, working together and figuring out how everything will fit together (no easy feat at work or at home!).

### EDUCATION AND QUALIFICATION

- Bachelor of Commerce and Administration Major in Marketing and International Business (Honours)
- Diploma in Proofreading and Editing

### INDUSTRY EXPERIENCE

- Aviation
- Automotive
- Loyalty
- Health and Fitness