



hannabankston.com

HANNA BANKSTON

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EXPERTISE

Strategic Planning & Partnerships
Audience Cultivation and Maintenance
KPI Designation
Data Tracking and Interpretation
Promotional Integration
Agency Management
Omnichannel Marketing
SEM / SEO
Metasearch Advertising
Native and Dynamic Display
Programmatic and Direct Media Buys
Remarketing and Prospecting
Paid Social and Paid Search



Hello there.

SKILLS

GA4
CTV
CRM
OOH
Cendyn
Salesforce
Travelclick
DoubleClick
Meta Search
Adobe Design Suite
GDS, Amadeus, Sabre
Expedia & Booking.com TravelAds
Social Listening + Scheduling Programs

EXPERIENCE

Vice President, Marketing, 06/24-Present
Turnberry Hospitality

Area Director, Marketing, 07/22-06/24
JW Marriott Nashville | Lake House | The Seagate

Director, Marketing, 10/01/18-07/18/22
JW Marriott Nashville, new to market,
533 guestrooms, 77,000 sq ft of meeting space,
6 restaurants, spa. Convention hotel

Senior Marketing Manager, 03/21/16-09/14/18
Grand Hyatt New York, 1,306 guestrooms,
60,000 sq ft of meeting space, 2 restaurants.
Business transient hotel connected to Grand Central

Marketing Manager, 04/28/14-03/21/16
Manchester Grand Hyatt San Diego,
1,628 guestrooms, 300,000 sq ft of meeting space,
8 restaurants, spa. Convention hotel

Marketing Manager, 03/23/10-04/25/14
Hyatt Regency Lake Tahoe Resort, Spa and Casino,
422 guestrooms, 50,000 sq ft of meeting space,
4 restaurants, spa, casino. Leisure resort

AWARDS

Hotel of the Year (x2) + Hotel Opening of the Year
Marriott International

Marketing / PR Professional of the Year
Hyatt Hotels and Resorts

Marketing / PR Manager of the Year, Nominee
Hyatt Hotels and Resorts

Leader of the Quarter
Grand Hyatt New York

Leader of the Month
Grand Hyatt San Diego

EDUCATION

University of Colorado, School of Business
Bachelor of Science. Business Administration
Minor, Marketing