



FOR IMMEDIATE RELEASE

## **Rockport local Hannah Miller hired as new Rockport Cultural Arts District Executive Director**

Rockport, Texas - (February 22, 2019) The Rockport Cultural Arts District has hired 4th generation Rockportian Hannah Miller to fill the position of Executive Director at their non-profit organization.

Hannah brings an extensive marketing background specializing in brand storytelling and digital marketing. She has managed digital communities, created influencer programs, and created content that aligns with a company's brand strategy. Hannah has worked with global organizations such as Bayer CropScience, the Global Roundtable for Sustainable Beef, and Smithfield Foods.

Hannah previously worked remotely for Barefoot Proximity, a global leader in digital marketing. She was a Senior Strategic Planner who worked directly with strategy, project management, editorial, creative teams and planners from other agencies to ensure consistency and efficiency on global brands. She created planning frameworks, facilitated multi-brand plans, and translated consumer-based strategies into cross-channel annual plans.

Hannah remarked, "I'm excited for the opportunity to be working with an organization that is giving back to the community I love so much." She was born and raised in Rockport Texas, she was a graduate of Rockport Fulton High School growing up on a ranch out in Lamar. Hannah earned her Bachelor of Science from Tarleton State University in Stephenville, Texas and went on to earn her Master's degree from Texas A&M University in College Station.



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