

# Hannah R. F. Hethmon

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## Experience

### Podcast Producer

Museums in Strange Places

Oct 2017-Present

- Produces an award-winning podcast that explores the world through museums. Each season focuses on a different country, state, or region. Launched as part of a Fulbright Fellowship.

### Membership Marketing Coordinator

Sept 2015-Sept 2017

American Association for State and Local History  
Nashville, Tennessee, USA

- Doubled AASLH social media following and drastically increased social reach and engagement in first nine months.
- Launched new membership category earning \$9,300 in dues within six months.
- Created new formats for online member engagement including monthly new member webinars and Twitter Chats.
- Founded Emerging History Professionals Affinity Community to engage younger members.
- Designed and ran successful fundraising initiatives and a year-end campaign.
- Spearheaded a project to overhaul all branding, including logo design, website, printed materials, etc.
- Initiated and project managed new website development.

### Digital Manuscript Intern

Feb 2015- May 2015

Árni Magnússon Institute for Icelandic Studies  
Reykjavík, Iceland

### Freelance Copywriter /Editor

2011 – Present

- Wrote blogs for small businesses.
- Crafted written content for new websites
- Guest-edited national magazine, *History News*
- Developed and wrote regular email newsletters for a national and international non-profit.

### Marketing Coordinator

2007-2013

### Marketing Coordinator (Remote)

2013-2015

Granite Grannies, Inc.  
Upper Marlboro, Maryland, USA

- Employed cross-platform marketing, social media, SEO optimization, blogging, Google Adwords and Analytics to build customer base and generate leads.

## Awards

- American Alliance of Museums (AAM) Media and Technology MUSE Award, Honorable Mention, Podcasts, 2018.
- Fulbright Fellowship to study Icelandic language and Iceland museums in Reykjavík. Sept 2017-May 2018.

## Professional Development

- Basics of Archives Online Course, 2016, AASLH
- Project Management for History Professionals Workshop, 2016, AASLH
- Workshop on the Electronic Editing of Old Norse Texts in XML, 2014, University of Iceland
- Arnamagnæan Seminar in Manuscript Studies, 2014/2015, University of Copenhagen/ Arnamagnæan Institute
- Chief editor of *Amaranth*: Anne Arundel Community College's Journal for the Creative Arts 2009-2010

## Papers/Presentations/Webinars/Lectures

- "Collecting Iceland's Museum Culture in Sound," Lecture, Iceland University of the Arts, Apr 2018.
- "Instagram for Museums and Historic Sites." AASLH Webinar, Jul 2017.
- "Twitter for Museums and Historic Sites." AASLH Webinar, Jul 2017.
- "Facebook for Museums and Historic Sites." AASLH Webinar, Jun 2017.
- "Planning for Marketing at Museums and Historic Sites." AASLH Webinar, May 2017.
- "Social Media 101 for Museums and Historic Sites." AASLH Webinar, Jan 2017.
- "Meeting in the Middle: Community Engagement in a Digital World." Working Group Discussant, National Conference on Public History 2017 Annual Meeting, Indianapolis, IN.
- "The Museum Has Left the Building: Using Social Media to Effectively Engage Local Audiences." Tennessee Association of Museums 2017 Annual Conference, Pigeon Forge, Tennessee.
- "Margar vís með: The Holistic Role of Poetry in *Hervarar saga ok Heiðreks*." Háskóli Íslands Student Conference on the Medieval North 2014, University of Iceland.
- "Ef Þitt Æði Dugr: Using Riddle Studies to Navigate the Parallels Between *Vafþrúðnismál* and *Heiðreks Gátur*." Student Symposium on Viking and Medieval Scandinavian Subjects 2015, Aarhus University.
- The Way of Jesus Shall Stand: *Völsungsrímur*, its Prose Sources, and Poetic Penance." Háskóli Íslands Student Conference on the Medieval North 2015, University of Iceland.

## Volunteering

- Blog Communications Coordinator, International Federation for Public History (Current)
- English Language Tutor, Tennessee Immigrant and Refugee Rights Coalition, Nashville, TN (Summer 2017)
- Social Media Volunteer, Neighborhoods Resource Center, Nashville, TN (2016)
- Food Sorter, Second Harvest of Middle Tennessee (2016)
- Homeless Hospitality, The Bridge, Nashville, TN (October 2015- 2016)
- Bi-Weekly Summer Tutor, For Love of Children, Washington, D.C (2011-2012)

## Education

**Master of Arts** 2015  
Viking & Medieval Norse Studies  
University of Iceland, Reykjavík, Iceland

The Arnamagnæan Institute 2014  
University of Copenhagen, Copenhagen, Denmark

### Master's Dissertation

Title: *Völsungsrímur*: A New English Translation with Commentary and Analysis

An English prose translation of *Völsungsrímur*, a late medieval Icelandic poem, with socio-historical literary analysis built on extensive research into the poem's origins, sources, manuscript tradition, and contemporary reception.

**Bachelor of Arts** May 2012  
English Language & Literature  
University of Maryland, College Park, USA

### Blogging Endeavors

*Hannah R. F. Hethmon* (hhethmon.com) July 2016- Present  
Personal Website/ Museum Issues Blog

*It All Started in Iceland* (ohheyiceland.wordpress.com) Jun 2013- Present  
Travel stories/ Analog Photography

### Software & Languages

Programs: Adwords, Google Analytics, Association Management Software (AMS), Photoshop, MailChimp, Hootsuite, Slack, Google Suite

Languages: English (native), Icelandic (intermediate), Polish (beginner), XML/HTML (beginner, editing)