

Hannah Hostetter

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TALENT DEVELOPMENT · GENAI TOOLING

EXPERIENCE

Talent Development Associate · Wayfair

July 2024 – Present · Boston, MA

- Own the GenAI build-out for performance - grew it from DIY prompts and step-by-step guides into a suite of AI agents that draft performance reviews, promotion cases, and new-hire reviews, saving an estimated 2,600+ hours combined.
- Built a coded pipeline that surfaced company-wide themes from performance reviews for the first time, shaping org-wide L&D programming.
- Led a company-wide automation training and enablement program - got the whole team building workflows within a month, now a standing eLearning course.

Talent Relations Co-op · Wayfair

Jan – Jul 2023 · Boston, MA

- Served as co-op captain, leading onboarding programs and building community among fellow co-ops; created co-op programming from scratch.
- Managed confidential employee ticket flow in ServiceNow and helped document new processes and training materials.
- Automated employment verification and employee-matching processes, boosting cross-team meetings by over 200%.
- Planned and executed employee development initiatives across 4 locations in 3 countries.

Corporate Communications Co-op · Wayfair

Jan – Jun 2022 · Boston, MA

- Communicated regularly with press, recommending products featured on Good Morning America and HGTV, and in Condé Nast, BH&G, and Martha Stewart.
- Drafted press releases and employee communications on business decisions and organizational milestones.
- Created and produced an internal video series spotlighting employee volunteerism and community service.

Resident Assistant · Northeastern University

Aug 2020 – Apr 2023 · Boston, MA

- Coordinated monthly engagement and safety initiatives for campus communities, averaging top 30% in attendance.
- Educated residents on housing regulations; documented COVID-19 compliance during the height of the pandemic.
- Regularly de-escalated emergency situations.

Content Creation Intern, Video & Social · Al Jazeera Media Network

Jun 2018 · Doha, Qatar

- Produced and edited news footage into original digital content for AJ English and Arabic social media.
- Scouted international human-interest stories and collaborated with translators on multilingual video series.
- Partnered with Reuters and AP to cover breaking news on owned social channels.

EDUCATION

B.A. Communication Studies - Northeastern University,
2019–2024 · Cum Laude, Dean's List

Lambda Pi Eta Honor Society - faculty/peer nomination; top
15% of senior class

Community of Scholars Negotiations Program - American
University, 2018

CERTIFICATIONS

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|--|--|
| • Google Cloud Generative AI Leader | • LinkedIn Social Media Marketing Foundations (2022) |
| • Staffbase Email Certification (2025) | • Social & Behavioral Research, CITI |

LEADERSHIP & VOLUNTEERING

Volunteer, NU Mutual Aid - built & ran a food pantry, growing from one community fridge into COVID-era pop-ups with PPE, winter clothes & fresh produce · Dec 2020 – Apr 2024

Chi Omega Fraternity - recruited 200+ members/year; raised \$10k+/semester for Make-A-Wish

Campus Ambassador, The Bear Creek School - 2015 – 2017

KEY COMPETENCIES

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| • GenAI & workflow automation | • Press, pitch & article writing |
| • People analytics | • De-escalation & conflict resolution |
| • Program planning & execution | • Report writing & presenting |
| • Internal & external comms | • Int'l & multilingual experience |