CREATIVE PRODUCER

9+ YEARS OF **EXPERIENCE**

CREATIVE DIRECTION

CONTENT STRATEGY

HANNAHSWAINSON.COM

PROJECT MANAGEMENT

I love what I do and I'd like to work for you

expert in transforming complex ideas into engaging campaigns which drive results EDI working group member passionate about accessibility

EXPERIENCE

COMMUNICATIONS AND CONTENT **EXECUTIVE**

UNIVERSITY OF THE ARTS LONDON

FEB 2017 - PRESENT 8 YRS

- I was awarded the HEIST Rising Star Award for "emerging talent in the sector who has contributed above and beyond in their role."
- Editorial Lead of hallslife.arts.ac.uk, for over 8 years— winning multiple industry awards, including CUBO's "Best Residence Life Initiative."
- Develop and execute marketing campaigns aligned with strategic goals.
- Trained and led a team of up to 5 Communications Assistants in the creative output and editorial standards of the department.
- Recruited influencers, student vloggers and writers for authentic multi-channel content.
- Regularly collaborate with creative agencies, events, commercial departments and the wider University.
- Manage external supplier relationships, contracts, and project objectives.
- Provide in-house training on customer service and brand identity.
- Line manager duties.

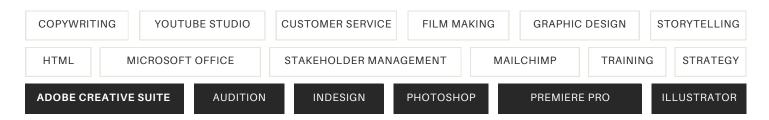
COMMUNICATIONS **ASSISTANT**

UNIVERSITY OF THE ARTS LONDON

JUN 2015 - FEB 2017 1 YR, 9 MOS

- Produced YouTube series using DSLR cameras and Adobe Premiere Pro.
- Managed Open Day events across 13 halls for 3,000 attendees, handling logistics, staffing and communications.
- Designed HTML email templates and copy for campaigns reaching 20,000 students via Mailchimp.
- Created and managed social media campaigns for Instagram, Facebook and Twitter.

SKILLS



ONTACT

SENIOR SOCIAL REPRESENTATIVE

UNIVERSITY OF THE ARTS LONDON SEP 2014 - AUG 2015 1 YR

- Managed Instagram and Facebook content for 8,000+ followers.

- Guided prospective residents, providing insights on UAL, the local area, and applications.
- Hosted interactive online tours for international students.

PR INTERN BRIGHT LIGHT PR

FEB 2014 - MAR 2014 2 MOS

- Drafted press releases for the Senior Account Manager.
- Assisted in hosting and planning press showcases.

ADMIN ASSISTANT

WEST CUMBRIA RAPE CRISIS

JUL 2012 - DEC 2013 1 YR, 6 MOS

- Managed communications for 200+ clients via phone, SMS, and mail.
- Scheduled counseling sessions for clients and volunteers across the county.
- Provided practical and emotional support via the telephone helpline.

SALES ASSISTANT

CLARKS

AUG 2010 - JUL 2012 2 YRS

- Awarded 'Employee of the Month' 8 times in 2011.
- Achieved the highest sales per hour and multi-sale percentage, winning two AGM awards.
- Built strong communication skills and expertise in sales, learnt the importance of building customer rapport and product knowledge.

HEAD WAITRESS

BROUGHTON CRAGGS HOTEL

SEP 2007 - AUG 2010 3 YRS

- I started working at age 13 and was quickly promoted to Head Waitress, where I managed a
- team of up to 10 staff during busy events, ensuring efficient service for up to 300 guests.
- While completing my GCSEs and in full-time education, I worked up to 40 hours a week after school and on weekends, instilling a strong work ethic that I carry today.

REFERENCES

SALLY DAY

CHIEF CREATOR AND DIRECTOR
SALTORIA MARKETING

Hannah's work is always of a high quality and delivered very efficiently. She is very reliable and ambitious and is probably the most talented graduate I have ever worked with. Hannah was always willing to do what was needed on the ground whist being motivated by learning about the industry and broader marketing practices. I know that Hannah is at the beginning of a very exciting and rewarding career.

JAMES GREENWOOD

HEAD OF RESIDENTIAL LIFE & COMMUNICATIONS LONDON SCHOOL OF ECONOMICS Working with Hannah over many years was an absolute delight.

Hannah has strong creative skills with the ability to identify what looks good and what doesn't! Hannah was also able to provide professional advice, guidance, and training to others but in a really caring and understanding way. Most importantly, Hannah injected fun into work where possible which really makes a positive difference in a creative environment.

...further references available upon request

EDUCATION

PROFESSIONAL CERTIFICATE IN
CONTENT MARKETING
INSTITUTE OF DATA & MARKETING
JULY 2020

PRODUCING ONLINE VIDEO CONTENT
(INTENSIVE SHORT COURSE) LONDON
COLLEGE OF COMMUNICATION, UAL
JULY 2017

BA (HONS) FASHION MARKETING
& PROMOTION
LONDON COLLEGE OF FASHION, UAL
JUNE 2015

INTERESTS

 LEARNING BRITISH SIGN LANGUAGE
 DOG-SITTING
 PAINTING
 CHAIR/FOUNDER OF RESIDENT ASSOCIATION

 PRINTMAKING
 DRESSMAKING
 WHITE HAT CYBER SLEUTH
 POTTERY
 DRESSMAKING
 SKETCHING