

Hello! I'm

HANNAH SWAINSON

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

CREATIVE PRODUCER

9+ YEARS OF
EXPERIENCE

CREATIVE DIRECTION

CONTENT STRATEGY

PROJECT MANAGEMENT

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

COPYWRITING

YOUTUBE STUDIO

CUSTOMER SERVICE

FILM MAKING

GRAPHIC DESIGN

STORYTELLING

HTML

MICROSOFT OFFICE

STAKEHOLDER MANAGEMENT

MAILCHIMP

TRAINING

STRATEGY

ADOBE CREATIVE SUITE

AUDITION

INDESIGN

PHOTOSHOP

PREMIERE PRO

ILLUSTRATOR

CONTACT

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PORTFOLIO & SHOWREEL

HANNAHSWAINSON.COM

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.

R E F E R E N C E S

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 whilst 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

E D U C A T I O N

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

I N T E R E S T S

LEARNING BRITISH SIGN LANGUAGE

DOG-SITTING

PAINTING

CHAIR/FOUNDER OF RESIDENT ASSOCIATION

PRINTMAKING

DRESSMAKING

WHITE HAT CYBER SLEUTH

POTTERY

DRESSMAKING

SKETCHING