



With over 10 years of experience in the dynamic world of brand communications, I am a driven and passionate creative producer and strategist dedicated to combining strategic thinking with creative execution. My background in marketing equips me with the unique ability to not only produce compelling content but also to understand the nuances of various channels and best practices.

I specialise in driving creative efficiency and effectiveness, ensuring that every project not only meets but exceeds expectations. My expertise lies in crafting strategies that amplify brand messages and deliver impactful results. Whether it's developing a comprehensive brand strategy, producing engaging multimedia content, or optimising marketing campaigns, I bring a holistic approach to every challenge.

Contact details:

07714634191

ford.productions@outlook.com

Hannah Ford

CV

Skills:

Creative production

Video production. Photography production. Photography. Directing. Content development & creation. Project management. Budget management

Creative strategy

Conceptual development. Innovative thinking. Brief shaping & articulation. Creative campaign development & execution.

Marketing & communication strategy

Brand positioning. Brand communications. Paid Media. Owned channel strategy. Tone of Voice. Campaign management (ATL, BTL & TTL)

People & stakeholder management

Team leadership. Internal & external stakeholders. Global market content management. Compassionate & inspirational leadership. Positive mindset.

Current key responsibilities:

Freelance Creative Producer & Strategist

- Acting as the bridge between strategy, creative and production to deliver outstanding, engaging creative that drives results.
- Manage and develop client relationships, ensuring the project is meeting the client's needs.
- Helping clients shape their creative briefs by working with them to identify their need and in some cases helping them define their content strategy.
- Interrogating all creative briefs that come through to ensure they are clear and ladder back up to the clients strategy.
- Overseeing and creating workflows and schedules to ensure the project is working smartly and efficiently and ensuring I have the correct talent on projects.
- Ensure all stakeholders are taken on the projects journey and timelines, acting as main point of contact for all projects.
- Contribute to the creative process with ideas and feedback, and ensuring the creative ladders back to the strategy and brief.
- Project ownership & budget management, creating quotes that work within client's requirements and feeding into the creative process to ensure what we pitch can be delivered in time and on budget.
- Manage all project production requirements, such as crew, casting, art direction, sets, locations etc. Keeping clear records of communication, ensuring all production attendees are appropriately contracted – negotiating rates, usage and contracts are appropriate.
- Proofing all cuts to ensure that client feedback has either been attended to, or responded to
- Working with clients to understand performance so we can optimise and learn.
- Whilst being freelance I have worked on projects for the likes of The Perfume Shop, Nkuku, Tonies, Age UK, Asda, and Johnnie Walker/ Diageo.

Key achievements:

- Part of a core group redefining Pukka's brand proposition, archetype and brand identity with the goal to grow brand awareness and provide substantial growth to the business – Pukka Herbs
 - Managed Pukka's first global TVC campaign, which drove a 45% increase in total brand awareness scores over the course of the campaign – Pukka Herbs
 - Directed and produced a new style of lifestyle photography and short form videos to use across communication channels from Amazon to YouTube and social media driving engagement and conversion – Pukka Herbs
 - Introduced a creative effectiveness scoring system to use alongside campaign reporting to measure the impact of our creative and distinctive brand assets against KPIs – Pukka Herbs
 - Developed and implemented rebranding strategy which drove a 89% increase in total revenue and a 45% increase in website traffic YOY – Natural Spa Factory
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Education & training:

B.A. in Business Management with Music, 2012
Bath Spa University
Physical & mental health first aid trained

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References and portfolio of work
available upon request

Career:

June 2024 - current	Freelance Creative Producer & Strategist
Feb 2024 – June 2024	Aspect Film & Video Creative Producer
Dec 2021 – Jan 2024	Pukka Herbs Creative Planning & Production Manager
Sept 2019 - Dec 2021	Pukka Herbs Brand Activation Manager
Jan 2018 – Sept 2019	Natural Spa Factory Digital Marketing Manager
July 2017 – Jan 2018	LoveHoney Marketing Executive
July 2014 – July 2017	House of Bath/ JD Williams Marketing Executive
Dec 2012 – July 2014	Sogeclair Aerospace Business Assistant

More about me:

I am a keen photographer and I love capturing moments of magic around the world. I enjoy learning and exploring new skills and am currently doing a mentorship program to learn more about the craft of photography. Music is a huge passion of mine and I try to go to as many gigs as I can - watching live music is my happy place. Both of these passions really fuel my creativity. I love animals and have a French Bulldog named Otis, who is the subject of a lot of my photography. My secret talent: I am Grade 8 trained in Musical Theatre and I have been in bands (including a Blondie tribute band!), many musicals, TV shows and short films!