

# Hannah Silverstein

07746 200032

hannah.silverstein@gmail.com

West Sussex, UK (open to relocation)

linkedin.com/in/hannah-silverstein/

www.hannahsilverstein.com

A creative strategist, with a focus on delivering change and impact for brand growth and development. A proactive problem solver, driven by the belief in 'business for good'; enabling brands to positively challenge the world we live in by leading with integrity, curiosity, purpose, brand experience and customer experience. Thrives when project working, utilising both creative and business-driven thinking to problem-solve and improve businesses.

## STRENGTHS AND SKILLS

- ★ In depth knowledge in Brand and Marketing strategy and tactics
- ★ Creative workshop delivery for problem solving and business development (design thinking)
- ★ Professional presentation skills
- ★ Report writing and producing
- ★ Interpersonal skills (customer centricity and an understanding of psychology/ emotional intelligence)
- ★ Market research, preparation delivery and analysis (quantitative, qualitative, primary and secondary)
- ★ End-end customer journey and customer experience enhancement
- ★ Proficient in Adobe Photoshop and Illustrator, all Microsoft software, Teams, Google Apps, Zoom, Skype, Slack, Trello, Miro.
- ★ Confident working collaboratively or independently.
- ★ Supporting and developing others through mentoring, teaching, coaching and training.

## VALUES

**Knowledge seeker.** Curious to learn and deepen my working knowledge. Attending networking events, self-directed study, reading and listening to podcasts about brands, start-up mindset, business for good, strategy, innovation, psychology, personal growth and emotional intelligence.

**Helping and supporting others.** Mentoring entrepreneurs and marketers; volunteering; writing blogs; creating and sharing resources; building a database of inspiration for creative thinkers.

## CAREER EXPERIENCE

**Head of Brand and Marketing** Feb. 2021-Present

**Marvin's Snacks. Logi Farm LTD.** Chiddingfold.

Developing and managing all branding and marketing activities for a start-up challenger snacking brand. Responsible for end-end brand experience, strategic and tactical delivery.

- Implemented a full re-brand, brand strategy, marketing strategy, product and web re-design and strategic portfolio re-alignment.
- Creative problem solving, building a brand and marketing plan and delivering customer experience on a start-up budget

**Brand Strategist, Creative Catalyst** Oct. 2014-Feb. 2021

**Hannah Silverstein.** National UK coverage.

Proactively nurturing ambitious start-ups, entrepreneurs and established businesses to achieve growth, to stand out and to have impact. Enhancing the overall brand/customer experience, through creative strategy, implementation and differentiation.

- Delivering ideas that challenge the status quo i.e., marketing campaigns which spark intrigue, build loyalty, and have a 70%+ engagement rate. Results include profit growth (ROI), business expansion and increased brand awareness.
- Working collaboratively with internal and external stakeholders to ensure that business and project goals are achieved.
- Confident in leading meetings, presenting projects plans and concepts to clients i.e., the board of directions at a national firm.
- 25+ local, national and international (B2B and B2C) businesses supported, to date across various sectors including FMCG, Hospitality, Retail, Health and Wellbeing, Travel, Property, Technology and Innovation, Community and Charity (NPOs).

**Start-Up Innovation and Business Mentor** Jan. 2020-May 2020

**Kingston University Business School.** Kingston, London.

Supported undergraduate and postgraduate students to build innovative brands with purpose. Mentored twelve student-run start-ups (30 students) to turn creative and purposeful vision into reality. Inspired 200+ students in solution-focussed ideation sessions (driven by Design Thinking), Hackathon and Sprint events. Panel judge for three pitching and showcase events.

**Senior Creative Consultant** Feb. 2020-March 2020

**Student Hubs, Social Innovation.** Kingston, London (contract).

Managed a team of six, to deliver creative marketing solutions to an NPO. Conducted qualitative market research and presented impactful strategies for change. The outcomes exceeded expectations and were presented to senior board members.

## EDUCATION

### MSc - Distinction

#### Brand and Marketing Management

Kingston University. 2019-2020

**Modules:** Consumer Psychology, Brand Strategy, Branding Design, Research and Data Analysis, Global Marketing Management, Visual Communication.

- ★ Scholarship awarded for academic excellence and societal contribution
- ★ Winner of all three live briefs
- ★ Highest achiever in the cohort
- ★ Entrepreneurship/Innovation Mentor

### BA (Hons) - First Class

#### 3D Design, Materials Practice

University of Brighton. 2010-2013

- ★ Graduated in top three of year group
- ★ Dissertation shortlisted for originality: June and Sidney Crown Prize

### AS and A Levels - Grades A-B

Varndean College, Brighton. 2007-2009

**Subjects:** 3D Design, Art, English Language, Graphics, Psychology, Critical Thinking

## TRAINING

**CIM Level 4 – Distinction** July 2020  
Professional Digital Marketing

**Online Short Courses** 2016-Present  
Digital Marketing, Leadership Styles, Customer Experience, Emotional Intelligence, Consumer Psychology, Prince2 Agile Project Management.

**Training Courses** 2012-2014  
Motivational Interviewing, Behavioural Change, Sign Language (Makaton), Therapeutic Interventions.

## FUN FACTS

- ★ I featured on Channel 4 for re-designing a Manor House
- ★ I am a trained jeweller who ran 'Sincerely Silvers' to fund travelling
- ★ Holding a baby orangutan is top of my bucket list

## CAREER EXPERIENCE (cont.)

**Brand and Marketing Assistant (Voluntary)** June 2019-Jan. 2020  
**Martlets Hospice.** Hove.

Strategically planning and implementing marketing strategy and campaigns (tactics). Supported the marketing communications team to deliver internal and external campaigns, including the re-launch of a new website. Directly responsible for creating branding guidelines and for building the foundations of an internal 'Branding Hub, for guidelines, templates and assets.

**Marketing Assistant (Voluntary)** July 2014-Nov. 2014  
**Centre of Change Project.** Croydon.

Designed in-print marketing campaigns to promote available services. Developed content and copy for a new website to generate new leads and enhance digital presence.

**Art Teacher and Behavioural Support** Sept. 2013-July 2015  
**Bensham Manor School.** Croydon.

Enhanced staff and pupil experience by improving school's interior aesthetics and delivering interactive lessons. Demonstrated patience and understanding with challenging behaviours.

**Brand and Marketing Intern** Jan. 2010-July 2010  
**University for the Creative Arts.** Farnham.

Conducted market research, CRM data input, data analysis and presented feedback at meetings. Also delivered presentations and Q&A sessions to prospective students and their families.

**Trainings Manager (Brand Experience)** March 2009-Jan. 2013  
**Bills Restaurant.** Sussex and London.

Worked directly with the business owner on the business and brand identity. Delivered business expansion strategy as part of the management team. Responsible for training, managing, inspiring teams and delivering brand values.

## VOLUNTEERING

I am a proactive member of marketing, branding, strategy and wellbeing communities. My roles include mentoring individuals and founding a support network for lone-marketers.

I believe in giving back to the community so have been volunteering since I was 11 years old. Aside from marketing pro-bono work, I have also volunteered: at an orphanage in Africa, as a youth worker, a workshop facilitator, an art and play therapist, a special needs assistant and an events designer. To date, I have raised over £15k+ for charity.

## ENDORSEMENTS

Please visit LinkedIn and [www.hannahsilverstein.com](http://www.hannahsilverstein.com) for endorsements and references. Direct references also available on request.