

Hannah Silverstein

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West Sussex, UK (willing to relocate)

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EDUCATION

MSc | Marketing and Brand Management | Distinction | Kingston University | 2019-2020

Modules: Global Marketing Management, Consumer Psychology, Market Research, Data Analysis, Brand Strategy, Marketing Communications and Branding Design.

Dissertation: 'The reciprocal effects of corporate reputation and brand perceived ethicality, with relevance to strategic portfolio management'

★ Scholarship awarded for academic excellence and societal contribution. Winner of all three live briefs. Highest achiever in the cohort.

Additional Roles: Entrepreneurship/Innovation and Business Mentor, Student Consultant Team Leader, Debate Society Member.

BA (Hons) | 3D Design | First Class | University of Brighton | 2010-2013

★ Graduated with third highest grade achievement. Dissertation shortlisted for June and Sidney Crown Prize.

Additional Roles: Course Representative, NUS Equalities and Diversity Officer.

AS and A Levels | Grades A-B | Varndean College | 2007-2009

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

Additional Roles: NUS Equalities and Diversity Officer, AimHigher Mentor.

GCSEs | Grades A*-C | Warden Park | 2002-2007

TRAINING AND ACCREDITATION

Professional Digital Marketing Diploma | CIM (Chartered Institute of Marketing) | July 2020.

Prince2 Agile Project Management Foundation | ILX | 2020 (in progress).

Online Short Courses | 2017-Present.
Digital Marketing, UX, Customer Experience, Logo Design, Leadership Styles.

Training Courses | 2012-2014.
Motivational Interviewing, Behavioural Change, Sign Language, Person-Centred Therapy.

An accomplished brand strategist, driven by the belief that brands and businesses have the power to positively shape the world we live in, by leading with purpose, and customer experience. Currently seeking a full-time permanent role ideally in London but open to re-location. Enthused by innovation, entrepreneurial thinking, emotional intelligence, and solving brand and business challenges.

WORK EXPERIENCE

Brand Strategist and Creative Catalyst

Hannah Silverstein. UK. Oct. 2014-Present

Working with ambitious local, national and international brands on brand purpose, positioning, brand management and customer experience, for growth, consistency, success and impact.

- Strategically working with brand owners and their management teams on brand positioning and purpose, internally and externally.
- Experienced in leading creative ideation sessions.
- Project managing brand experience projects and campaigns, including the refurbishment of five hospitality venues. Featured on Channel 4 for the refurbishment of a Manor House.
- Focusing on the attention to detail within the individual brand and customer experience – both macro and micro goals.
- Working collaboratively with internal and external stakeholders and specialist teams to ensure that business, marketing and project goals are achieved.
- Delivering marketing campaigns for lead generation, increased engagement and loyalty, with up to a 70% conversion rate.
- Responsible for organising contractors, schedules, budgets and meetings to keep projects on time and on budget.
- Leading meetings and presenting projects plans and concepts to clients, including the board of directions at a national firm.
- 25+ local, national and international (B2B and B2C) businesses supported, to date across various categories including FMCG, Hospitality, Retail, Health and Wellbeing, Travel, Property, tech, Community and Charity (NPOs).

Brand Strategy, Innovation and Business Mentor

Kingston University Business School. Jan. 2020-May 2020

Supported undergraduate and postgraduate students to build innovative brands with purpose. Mentored twelve student-run businesses (30 students) and supported 200+ students in solution-focussed ideation, during Hackathon and Sprint events. Panel judge for three pitching and showcase events.

Senior Brand Consultant for Social Innovation

Student Hubs. Kingston, UK. Feb. 2020-March 2020 (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.

WORK EXPERIENCE (CONT.)

Brand and Marketing Assistant (Voluntary)

Martlets Hospice. Hove. June 2019-Jan. 2020

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)

Centre of Change Project. Croydon. July 2014-Nov. 2014

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 Interventions Therapist

Bensham Manor School. Croydon. Sept. 2013-July 2015

Enhanced staff and pupil experience by improving school's interior aesthetics and implementing interactive digital lessons. Demonstrated patience and understanding, working with children with challenging emotional and behavioural difficulties.

Brand Ambassador and Marketing Assistant

University for the Creative Arts. Farnham. Jan. 2010-July 2010

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.

Opening/Training Manager (Brand Experience)

Bills Restaurant. Sussex and London. March 2009-Jan. 2013

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.

VOLUNTARY EXPERIENCE

I am very much driven by purpose and giving back to the community, so have been volunteering for various charities and organisations since I was 11 years old. Aside from voluntary marketing roles, I have also volunteered at an orphanage in Africa, worked with a waste reduction and homeless project, been part of beach clean projects, been a youth worker, an art and play therapist, a special needs support assistant and an events designer. Over the years I have been responsible for raising over £15k+ for various charities.

WORKING KNOWLEDGE/SKILLS

- Brand strategy, end-end. Positioning, values, communication and design
- Marketing strategy and tactics. Planning and delivering campaigns
- Prince2 Agile project management.
- Excellent presenting skills acquired through teaching, delivering workshops and presentations.
- Researching, report writing and delivery.
- Interpersonal and communication skills developed through a history of being customer-centric and fascinated by psychology and EQ.
- Market research and analysis (quantitative: IBM SPSS and qualitative: Grounded Theory coding).
- Design thinking and problem-solving skills, including knowledge of Double Diamond (Design Council) and business/ value propositions.
- Customer journey and user experience (UX)
- Working knowledge of materials, including sustainable design materials.
- Experienced with Adobe Photoshop and Illustrator.
- Proficient in all Microsoft software.
- Confident with technology, i.e. Microsoft Teams, Google Apps, Zoom, Skype, Slack, Trello etc.

HOBBIES AND INTERESTS

I am very sociable and keen to learn, so frequently attend entrepreneur networking and speaker events. I am also part of brand and marketing communities, and have been known to set up groups and community events. My ambition to learn and continuously self-develop has me studying self-directed courses, listen to podcasts and read non-fiction books on the subjects of brands, business, strategy, innovation, psychology and emotional intelligence. In my spare time I write content for my blog on marketing and branding (hannahsilverstein.com), and enjoy fitness, yoga and nutrition. Some of my greatest ambitions are: to publish a book, become a CEO, and give a TED talk -no dream too big!

REFERENCES AVAILABLE UPON REQUEST