

817.705.6472

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additional work available upon request

Heather Hannasch

Creative Director

IW Group

2018-Present

Creative Director

- Continue to build brand equity and drive business amid the pandemic on both the McDonald's and Lexus accounts including developing the winning idea for the general market December to Remember Sales Event campaign
- Collaborate with McDonald's Marketing/PR/Activations leadership, franchisee committees and agency partners to deliver 20+ quality campaigns annually
- Expand markets to deliver multilingual culturally relevant creative across: broadcast, OLV, print, audio, banner and social media with PR and activation plus ups as applicable

2014-2018

Associate Creative Director

Copywriter

- Led creative development for Walmart and McDonald's accounts while assisting on others (Lexus, CDC)
- Shaped insightful omnichannel creative resulting in sustained growth on McDonald's year after year.
- Improved McDonald's brand appeal by 40%

Freelance

Notable Achievements

- Sprouts Farmer's Market - Company-wide roll out of safety materials I designed for implementation
- CP+B - Amex App Naming, Kraft Macaroni Tweet Campaign airing on Conan's TBS
- University of Texas at Austin - Developed Campaign soup to nuts for Health and Human Service Dept.

FULL SERVICE



ADVERTISING



WEB/REBRAND



BRANDING



CONSULTATION



EDUCATION:

University of Texas at Austin

B.S. Advertising - 2010

SKILLS:

Creative Direction
Creative Development
Copywriting
Oral/Written Communication
Presentation
Social Media Marketing
Experiential Marketing
Influencer Marketing
Niche Marketing
Brand Development
Business Development
Leadership & Management
UX/UI
Wireframing
Editing
Research
Strategic Analysis & Synthesis
Art Direction
Multitasking
TikTok Enthusiast

AWARDS:



WORK IN THE NEWS:

Lexus: Forbes 2020 DSE "putting the right touch on the Covid era"

McDonald's:

Ad Age Lunar New Year in the Metaverse

Ad Week AAPI community diversity during APAHM