

Hannah Rand

Content Director

I am an award-winning Content Director with a proven track record of creating and leading loyalty-driving publishing platforms and content strategies, which drive business objectives on a global scale. I specialise in prestige Beauty brands, underpinned with a background in editing and writing for luxury magazines including Vogue Australia, Vogue.co.uk, MailOnline and the Sunday Telegraph.

Brands I have worked with: Unilever, Boots Prestige Brands, Amazon Fashion, House of Fraser (Beauty, Home, Christmas), Marc by Marc Jacobs, Tresemmé New York, Tesco.

RECENT EXPERIENCE

Freelance Content Consultant - Prestige Beauty Brands

Operating an 'in-house agency experience', I help clients bring a loyalty-driving content agenda to the core of their business. With first-class presentation and communication skills, I work with multiple departments and senior stakeholders to ensure that all business objectives are met, and the highest standards of creative quality are carried through all work.

Global Content Director, Green Park Content January 2020 to August 2020

After managing the agency's lead account for 14 months, I was promoted to this new role with oversight of all content produced by our five global offices. My principle responsibilities were: ensuring consistency of content and creative across our five global offices, driving a culture of creative thinking with a heavy emphasis on ROI, and working with the Head of SEO and the VP of Digital on new business and existing account growth.

Global Editor in Chief, AllThingsHair, October 2018 to January 2020

I ran the brand, creative and content strategy for this multichannel digital platform for Unilever's hair care category. I directly managed 11 editorial teams, based across 10 global markets, and oversaw content quality from three studios. Working closely with the Head of SEO and Business Director to create performance-driven, consistent content with an organic traffic KPI that delivered on performance targets and value creation.

- In 2019, I led the UX and UI strategy for a full redesign (including new taxonomy, user journey, visual design), which resulted in 600% traffic growth YOY.
- During my tenure, AllThingsHair won 5 CMA awards for content and SEO content performance, including International Best Content Strategy 2020.

Editorial Director, Tesco F&F, February 2017 to January 2018

Lead content strategy for Tesco's fashion label F&F, on a fully-integrated account.

- Lead and managed always-on and campaign calendars and content roll-out
- Identified specific trade moments to build campaigns through customer lens
- Aligned through-the-line brand world to create seamless messaging
- 46% increase in engagement, 100% increase in video VTR, 25% increase in consideration, 20.8m organic impressions

Editorial Director, House of Fraser, October 2015 - February 2017

Managing the client in-house content team and relationship with the ATL agency 18 Feet & Rising, and based at Dazed Studio, I developed and edited key customer magazines (Beauty, Home, Christmas), and Paid campaigns on Instagram and Facebook.

- Grew business from print-only to multi-platform SOW (social, digital, POS)
- Managed in-house team to bring content to core of client's business strategy
- Commissioned, wrote and edited content

Consultant Strategist, New York, August 2011 - May 2014

Managed social content and channels for Unilever brands Treseemme and St Ives, and Amazon Fashion, including: editorial governance, editorial calendars and franchises, and campaign projects for New York Fashion Week. Brand bibles and copy projects for Marc by Marc Jacobs, Virgin Hotels, For All Mankind/Koral Los Angeles, BB Dakota. Editorial work: Vogue.co.uk, GQ Australia, Vogue Australia, Sunday Magazine and MailOnline.

Content Editor, Channel 4, March 2010 - July 2011

Launch content editor for fashion and beauty website 4Beauty. Commissioned and edited bank of visual and written content. Developed social media strategy (Twitter, Facebook, Pinterest, YouTube). Exceeded annual targets for brand objectives, unique user figures, social media and SEO.

Senior Editor, Sunday Telegraph, Sydney, August 2008 - August 2009

As Senior Editor I managed relationships with PRs and agents to secure major film and fashion celebrities for covers; wrote the magazine celebrity cover stories and related features; and commissioned a team of international stringers.

EDUCATION

City University, PG Dip Magazine Journalism;
Liverpool John Moores, BA Hons, Spanish and Politics.