



Hannah Saunders

Director of Creative
Communications

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its-hannah.com

Amsterdam, Noord-Holland

EXPERIENCE

Communications Manager

PVH Corp, Calvin Klein & Tommy Hilfiger ↗

11/2020 - Present

- Rebranded, creating a strong internal identity and generating excitement around the people and the department internally and externally.
- Constructed and drove a communications strategy aligned with company values and driving executive alignment, cross-functional engagement, and measurable boosts in NPS and internal visibility. What started as an unread tech newsletter became a must read blog and tech platform for the whole business.
- Led multi-channel global and regional campaigns and creative programs, including a new 'Tech Space', a Tech Talk show, and the Mindset Series (podcasts, live events, social), increasing storytelling reach and brand cohesion.
- Launched high-impact events, from hackathons and Tech Weeks to team-building and charity initiatives like Tech in Pink, consistently driving 50%+ increases in engagement, attendance, and cross-team collaboration
- Managed large budgets
- Proudly a part of the Empowering Women Business Resource Group Leadership Team, leading communications and events that amplified inclusion, visibility, and culture across global teams.

Content Specialist & Visual Artist

Freelance ↗

03/2019 - 04/2023

- Actively sought diverse experiences and clients, guiding businesses in brand development, hosting art exhibitions, creating web content, consulting, completing commissions, contributing to children's books, managing an Etsy business, all with strong client retention.
- Clients including: Tommy Hilfiger & Calvin Klein, BioCZ, Westcord Fashion Hotel, Dekalb, Puffin Books, BooArt, Emz & Tinks, and more.
- My work for Tommy Hilfiger and Calvin Klein led to PVH offering me a permanent role.

Communications & Content Strategist

Bayer ↗

03/2017 - 03/2020

- Devised effective strategies for internal and external solutions, boosting trainee engagement and knowledge retention. Created animations and a video newsletter series for all departments and stakeholders.
- Created innovative onboarding videos, guided Change

SUMMARY

A dynamic Communications Director with 11+ years of extensive experience leading communications, engagement and project management for global brands such as Tommy Hilfiger, Calvin Klein, and Bayer. I am renowned for evolving organizational cultures, consistently driving 50%+ increases in engagement, attendance, and cross-team collaborations. I build high trust communication environments, and launch innovative initiatives that break down barriers using design, narrative, and strategy to align teams and executive vision.

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SKILLS

Communication Strategy Development

Branding

Video & Podcast Recording & Editing

Content Creation

Webflow

Wordpress

Google Analytics

Variety of Cloud-Based CMS Tools

Microsoft 365

Asana

Agile Methods

Negotiation Skills

Public Speaking

Project Management

Analytical Skills

Adaptability

Interpersonal Skills

Storytelling

Digital Literacy

Communication

Adobe Creative Suite

- Management for key projects, and led global initiatives, showcasing expertise in learning management systems and delivering presentations to diverse management teams across multiple countries.
- Defined communication objectives for the course of the selling season for target stakeholders, sharing key messages and complex process updates.
 - Created and distributed content: press releases, blog posts, social media updates, website content, and presentations.
 - Managed internal communications: made sure employees were informed about company news, initiatives, and events.
 - Organised events: Planning and executing internal and external events, such as conferences, webinars, and employee meetings.
 - Measured and evaluated communication effectiveness: Tracked key metrics and analyzed the impact of communication efforts.

Other work Experiences

05/2013 - 03/2017

- Interface Account Manager | Monsanto
- Quality Analyst Executive | Internet Securi-web
- Customer Care Supervisor | Convergys

More details available on LinkedIn or by request

LANGUAGES

Dutch	Intermediate
English	Native

EDUCATION

Arts and Media

Nottingham Trent University

09/2010 - 07/2013

Bachelor Degree HON

Design and Media

South Cheshire College

09/2008 - 07/2010

BTEC National Diploma