

Hannah Saunders

Communications Lead

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British



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 improving 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.
its-hannah.com

KEY ACHIEVEMENTS

Event Engagement Boost

Increased event and media engagement by 50% consistently through strategic campaigns and initiatives.

Expanded Brand Reach

Led teams to develop 5 new global communication channels, and many cases of branding and promotions for teams & businesses, increasing brand storytelling reach and promoting collaborations between stakeholders.

Improved NPS Scores & Employee Engagement

Drove 30% improvement in Net Promoter Score through targeted communication strategies and campaigns.

Cost-Saving Achievement

Managed and optimized large budgets, achieving an average cost saving of 15% annually.

EXPERIENCE

Communications Director

PVH Corp

Amsterdam

11/2020 - Present

- Rebranded, creating a strong internal identity and generating excitement across the business.
- Built communication strategies aligned with company values, driving executive alignment, cross-functional engagement, and measurable boosts in NPS and visibility.
- Coached employees to participate in summits and conferences, organised and ran booths at events including Tech Show Live, AI & Big Data Expo, Women In Tech, AmplifyHer, Techspo, DevopsDays, Global Technology Summit, Web Summit, Mobile World Congress among others.
- Curated a must-read blog and tech platform for the whole business.
- Led 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 initiatives such as 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.
- A leader of the Empowering Women Business Resource Group, in charge of communications and events that amplified inclusion, visibility, and culture across global teams.

Content Specialist & Visual Artist

Freelance/Short term contracts

Netherlands

03/2019 - 04/2023

- Increased client base by guiding businesses in brand development and communications.
- Hosting and creating work for art exhibitions, creating web content, completing commissions, contributing to children's books, managed an Etsy business.
- Created and published A series of colouring books.
- Secured 18 diverse repeat clients including Tommy Hilfiger, Calvin Klein, and Puffin Books by delivering tailored brand development and content strategies.
- Produced content for 24 web projects and contributed illustrations and editing to 7 children's books.

Communications & Content Strategist

Bayer

Amsterdam

03/2017 - 03/2020

- Devised effective strategies for internal and external solutions, boosting trainee engagement and knowledge retention
- Created innovative onboarding videos, handbooks, and a platform for the new hires journey, with specific information for separate roles and departments. This was integrated into the onboarding roadmap for all new employees in EMEA
- Creating content and managing communications for both internal and external audiences, including executive communications
- Created animations and a video newsletter series for all departments and stakeholders
- Supported teams to be a part of external conferences such as Agritechnica and the Farm Progress Show

Other Work Experience

More details available on LinkedIn or by request

Amsterdam

05/2013 - 03/2017

- Interface Account Manager | Monsanto
- Quality Analyst Executive | Internet Securi-web

EDUCATION

Bachelor Degree HON
Nottingham Trent University
• Arts and Media

Nottingham
09/2010 - 07/2013

BTEC National Diploma
South Cheshire College
• Design and Media

Crewe
09/2008 - 07/2010

LANGUAGES

English (Native)

Dutch (Advanced)

SKILLS

Agile & Waterfall, Google Analytics, Strategic Thinking, Digital Fluency, Leadership, Public Relations, Problem-Solving, Conflict Resolution, Empathy, Adaptability

ENTERPRISE COMMUNICATIONS TOOLING:; Poppulo, Mailchimp, Beepr, Slack, Simplrr, Microsoft 365, Webex, Slack, Zoom, Google Meet, Google Workspace and more.

CREATIVE & MEDIA TOOLS:; WordPress, Webflow, Adobe CC, Canva, Blackmagic Tools, Video/Audio Editing, Broadcasting Hardware/Software

PROJECT & COLLABORATION TOOLS:; Asana, Miro, Trello, Notion, Jira

FIND ME ONLINE

My Online Portfolio
(<https://www.its-hannah.com/>)

LinkedIn
(
<https://www.linkedin.com/in/hannah-saunders/>
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