

Hanna O'Neil

Art Director & Graphic Designer

Toronto, ON

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Experience

Senior Social Media & Influencer Manager

Cronos Group | Toronto, ON

05/2023 – 04/2025

Led creative direction and social strategy for Cronos North America's recreational brands, including Spinach and Lord Jones, reporting directly to the Group Creative Director.

- Art directed and led the development of social-first creative across Instagram and Reddit, ensuring consistent brand identity, tone, and visual systems.
- Wrote and led weekly and monthly creative briefs in collaboration with design, copy, and production teams. Partnered closely with internal designers and external creators to oversee creative execution across campaign assets.
- Analyzed performance metrics and produced regular reports to inform creative optimization and strategic decisions. Managed influencer campaign budgets, timelines, and deliverables aligned with brand goals and KPIs.

Brand Designer

August Media | Toronto, ON

05/2022 – 05/2023

Designed brand identities and visual systems for clients across medical, legal, retail, and real estate industries.

- Designed comprehensive brand identities including logos, typography, colour systems, and brand guidelines. Collaborated on brand strategy, messaging frameworks, and tone of voice development.
- Developed target audience profiles, brand archetypes, and competitive analyses to inform creative direction. Delivered design assets across digital and print touchpoints.

Social Strategist (Contract)

The Kitchen | Toronto, ON

05/2022 – 07/2022

Contracted to support social strategy development for tier-one CPG brands within Kraft Heinz.

- Developed two comprehensive social strategy plans for Q2/Q3 campaigns
- Collaborated with internal creative and design teams to align strategy with execution. Assisted in leading a cross-functional production team of four.

Creative Marketing Specialist

Entourage Health Corp. | Toronto, ON

08/2020 – 05/2022

Led digital marketing and creative execution for multiple adult-use cannabis brands across B2C and B2B channels. Supported organic social strategy and content creation.

- Directed visual and creative consistency across paid media, social content, and digital platforms
- Led paid media campaigns, social content development, and performance reporting
- Played a key role in launching some of the first regulated brand advertisements on Reddit for Canadian cannabis producers through cross-team collaboration

Education

Humber Polytechnic — Toronto, ON

Advertising & Graphic Design, Diploma

01/2025 – 04/2026

Humber College — Toronto, ON

Creative Advertising, Bachelor

09/2018 – 04/2020

Skills

Creative & Design

Art Direction, Concept Development, Brand Identity Design, Visual Systems, Layout & Typography, Campaign Creative, UI/UX Design, creative brief writing

Tools

Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, Acrobat), Figma, Webflow, Framer, WordPress, Squarespace, Cargo, Basic HTML & CSS, and AI tools like ChatGPT, Gemini, Claude, ElevenLabs, Figma AI, Google Studios (Vevo, Nano Banana)