

Ann Hagner

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Work

Career Highlights

- Built a 30-person creative department, including new hires, career paths, organizational structures, service offerings, pricing models, and project management and production systems
 - Led new business pitches to secure +\$8M in revenue
 - Scaled agency design department by 500% in 5 years
 - Led the rebranding of Walker Sands, including brand positioning, visual and verbal identity design and activation across marketing channels
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Walker Sands

Vice President, Creative Director March 2021 – Present

Lead 12-person creative team, including designers, copywriters, social media strategists, digital content strategists, with a focus on integrated marketing campaigns, organic social media and web

- **New business:** Develop creative marketing strategy, concepts, pricing and project plans to inform new business proposals
- **Creative:** Concept and execute integrated campaigns, web, video and photography projects from brief development through production
- **Operations:** Define and optimize creative processes to ensure quality, drive results and sustain account profitability
- **Management:** Utilization management, resourcing, mentorship and coaching for a team of 12 creatives

Creative Director August 2019 – March 2021

Led a team of 15 creatives with a focus on branding, integrated marketing campaigns, organic social media and web

Art Director January 2018 – August 2019

Managed 5 graphic and motion designers while overseeing all agency design operations (branding, web design, data reports, etc.)

Senior Designer July 2017 – January 2018

Designer May 2016 – July 2017

Associate Designer May 2015 – May 2016

Skills

Creative direction, art direction, branding, advertising, web design, layout design, copywriting, data visualization, sales, team building, public speaking, process and systems development, marketing

School

Loyola University Chicago

B.A., Advertising + Public Relations; B.A., French Language; Minor, Visual Communication; Minor, Marketing

Summa Cum Laude, 3.9 GPA