

Hannah B. Slaughter

865.560.6899 | hb.slaughter@gmail.com

With over 13 years working on the leading edge of brand & content design on linear television and streaming, I lead multi-disciplinary teams that bring brands to life. I've worked with HGTV, Food Network, Discovery+, HBO, Warner Bros., Max, and more to create impactful multi-platform marketing campaigns and identities.

Experience

Warner Brothers Discovery (formerly Discovery, Inc. and Scripps Networks Interactive)

Senior Creative Director, Global Brand & Creative

February 2021 - PRESENT

- Spearheaded 'Day 1' internal campaign to launch the Warner Bros. Discovery merged brand across global offices and teams, finessing and finalizing the brand toolkit for global use, and training global teams to implement guidelines.
- Leads cross-functionally to create and evolve the Max brand, bringing it to life across all touchpoints—building consumer awareness, impact, and emotional connection, including:
 - Directly overseeing the creation and implementation of brand style guide and design toolkits for global team.
 - Partnering with the SVP of Strategy to direct full-funnel campaigns from ideation to execution, implementation, and measurement with internal and external design support for the Max brand and Warner Bros. theatricals on Max.
 - Led creative conceiving and execution of the [Bleacher Report] B/R Sports on Max brand and campaign, aligning executive stakeholders and the NBA, NHL, MLB, and U.S. Soccer to launch a successful addition to streaming service.
 - Collaborated with CNN executives and brand strategy to lead creative for the launch of CNN Max on the streaming service.
 - Led all digital efforts from ads to custom social for "[The One to Watch](#)" Max launch campaign.
 - Spearheaded [press event for Max](#) streaming service launch, creating an immersive launch experience from invited guests' on-lot experience to the 45-foot presentation screen graphics in historic studio #17.
- Led ideation, execution, & implementation of global marketing campaigns for Discovery+ streaming service, including:
 - Worked with global regional product and marketing leaders to ensure cohesive, yet tailored, campaign creative for each global market—including North America, EMEA, and LATAM markets to ensure seamless & connected brand experience worldwide.
 - Led creation of key art for Discovery+ originals, liaising with external production companies to create and obtain engaging and captivating imagery from show development.
 - Oversaw art direction, sourcing and informing internal & external on-site resources for all brand & commercial shoots.
- Grew concept design team from three designers to eleven, including two art directors, a team of designers, two project & campaign managers, and three copywriters.
- Led digital campaign for Magnolia Network launch on Discovery+

Creative Director, Food Network Kitchen and Scripps Networks Digital Lifestyle Studios

September 2019 - February 2021

- Launched the first of its kind OTT (over-the-top) application & streaming service Food Network Kitchen, from brand identity to food truck stunt marketing:
 - Led branding efforts—logo design, style guide, look & feel.
 - Led design of print, digital, and social marketing efforts.
 - Led illustrators to create a repository of illustration for social, product, and marketing efforts.
 - Concepted marketing/content stunts like [Baking Month](#)—a month of classes on the app for all skill levels.
 - Led photo shoots of A-list talent from concept to execution.
 - Led photo shoots for both marketing and content.

- Collaborated with Amazon teams on marketing efforts for FNK including on-product and commercial marketing as well as pop-up stores.
- Collaborated with kitchen management and designers to redesign the Food Network kitchens in Chelsea Market for live class shoots.

Art Director, Scripps Networks Digital Lifestyle Studios

March 2019 - September 2019

- Collaborated with network principals to compile digital and social toolkits to ensure brand consistency across platforms, presenting a cohesive brand identity across the suite of networks' digital presences (HGTV, DIY, Food Network, Cooking Channel, GAC, Travel).
- Art director for the Genius Kitchen streaming app.
 - Created style guide for the Genius Kitchen brand.
 - Led graphics creation for key art within the app.
 - Led design of graphics packages for numerous Genius Kitchen shows.

Lead Designer, Scripps Networks Digital Lifestyle Studios

March 2011 - September 2019

- Created look & feel for HGTV & DIY Network digital brands, blogs, and social presence.
- Concepted and directed design and production of graphics for digital series (a la [HGTV Handmade](#) and [A Very Brady After Show](#)).
- Created efficiencies by systematizing design assets for 2nd, 3rd, and 4th tier content, allowing the editorial team to create their own supporting assets.
- Responded to digital trends, collaborating with HGTV editorial staff to create content for emerging platforms such as Facebook Live (from [bourbon ball](#) recipes to nursery tours, design-inspired coloring sheets, and Joanna Gaines paper dolls).
- On-screen digital talent ([Here's a how-to video](#) co-starring my ridiculously adorable mother.)

Other Relevant Work Experience

Freelance Designer

May 2009 - PRESENT

Managing Editor, Knoxville's Cityview Magazine

May 2009 - September 2010

Awards & Accolades

[FierceVideo class of 2020 Brightest Young Professionals](#)

Education

University of Tennessee, Knoxville - Bachelor of Fine Arts, Graphic Design

Spring, 2009