

Hannah Lewman

Strategy Director

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WORK

Mekanism — *Strategy Director*

THE DRUM INDEPENDENT AGENCY OF THE YEAR 2021

NEW YORK, NY | MAY 2021 - PRESENT

Find me connecting the dots between human insight, business strategy, and creative excellence. Accounts: Jose Cuervo, Amtrak, Lenovo, Fanatics.

Formerly: Associate Strategy Director (Nov 2022-March 2024), Senior Strategist (May 2021-Nov 2022)

JOAN Creative — *Senior Strategist*

AD AGE SMALL AGENCY OF THE YEAR 2020

NEW YORK, NY | SEPTEMBER 2018 - MAY 2021

Brought strategic rigor and culture-first thinking to a huge range of projects. Accounts: Uber, Facebook, Virgin Hotels, YouTube, Icelandic Provisions.

Formerly: Strategist (May 2019-Sep 2020), Jr. Strategist (Sep 2018 - May 2019)

72andSunny — *Strategy Intern*

NEW YORK, NY | JUNE 2018 - AUGUST 2018

Jumped head-first into new research methods and discovered the power of asking good questions. Accounts: Nature Valley, Cheerios, and new business.

Siegel+Gale — *Strategy Intern*

NEW YORK, NY | JUNE 2017 - AUGUST 2017

Learned about brand voice from the people who coined the term. Accounts: CVS Health and Houghton Mifflin Harcourt.

EXPERIENCES

Effie US Awards Judge — *Effie Worldwide*

NEW YORK, NY | January 2022 - PRESENT

Reading and reviewing dozens of case studies to help find the most effective marketing ideas in the United States.

Griffin Farley's Beautiful Minds — *BBH New York*

NEW YORK, NY | JULY 2017 - 2020

Spent an amazing 48 hours in a planning bootcamp put on by BBH. Returned for three additional years to mentor teams of new planners.

SKILLS

Brand Strategy

Creative Strategy

IAT Leadership

Marketing Effectiveness

Qual + Quant Research
(Various Methods)

MRI Simmons

Social Listening

Finding the perfect chart

EDUCATION

University of Oregon - Clark Honors College

*BA Journalism. Summa Cum
Laude. Presidential Scholar.*

Advisor to the UO Advertising
and Brand Responsibility
Master's Program

HONORS

**2x Shorty Awards Finalist
(2023)**

**Gold Lion, Glass: The Lion For
Change (2021)**

**2x Effie Global Grand
Contender (2020, 2021)**

**Gold Effie, Disease Awareness
& Education (2020)**

**Silver Jay Chiat, Product /
Service Creation (2019)**