

# HANNAH FRANCIS

CREATIVE BRAND MARKETING, PUBLIC RELATIONS, AND COMMUNICATIONS

## CONTACT



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Dallas, TX

## SKILLS

Strategic Vision

Team Leadership

Brand Storytelling

Product Marketing

Campaign Management

Event Planning

Innovative Thinking

Data Analysis and Insights

Growth Mindset

## EDUCATION

**Executive Education Course**

**Yale School of Management**

Digital Marketing: A Strategic Perspective

2021

**Bachelor of Arts in Communications**

**Texas A&M University**

2003

## PROFILE

Dynamic marketing and sales leader blending creativity and strategy. Proven success in driving brand growth, public relations, and corporate communications for a multimillion-dollar international home brand. Skilled at leading teams, managing major accounts, building partnerships, and integrating design trends to elevate brand visibility, sales, and customer engagement.

## WORK EXPERIENCE

### PR/Marketing & Communications Leader

Global Views (Dallas, TX)

2020-2025

- Oversee all marketing asset creation, leading photo, video, and design teams to deliver a cohesive brand narrative.
- Develop and execute campaigns around product launches, design trends, and brand storytelling to drive engagement.
- Write product copy for 650+ new introductions each year, ensuring alignment with brand voice and audience needs.
- Analyze sales and marketing data to refine strategy and boost performance.
- Lead PR efforts that secured 250+ press features, elevating brand visibility and credibility.
- Build strategic partnerships with industry leaders, including Sherwin-Williams and York Wallcoverings, for cross-promotional campaigns.
- Conceptualize and execute experiential events and visual displays, such as an interactive artist-led painting event, to deepen customer engagement and create community connections.
- Stay ahead of trends to keep the brand fresh, relevant, and innovative.

### Atlanta Showroom Manager

Global Views (Atlanta, GA)

2012-2020

- Launched a 15,000 sq. ft. showroom, driving 90% year-over-year sales growth.
- Hosted events for interior designers and retail clients, boosting brand visibility and customer engagement.
- Led showroom resets for 3,000+ products to optimize presentation during key markets.
- Applied industry trend insights to inform merchandising and sales strategies.

### National Account Manager

Domistyle, Inc. (Dallas, TX)

2007-2011

- Managed multimillion-dollar accounts with Walmart, JCPenney, Target, Big Lots, and HEB private label furniture and home décor products.
- Developed Domistyle's first imported candle/accessory lines for Walmart.
- Launched new seasonal lines at JCPenney, doubling sales year-over-year.
- Partnered with national retail buyers to forecast trends and deliver tailored assortments.