

# HANNAH FRANCIS

CREATIVE BRAND MARKETING, PUBLIC RELATIONS, AND COMMUNICATIONS

## CONTACT



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## 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

Creative marketing and communications leader with expertise in brand storytelling, PR, and product marketing. Skilled at trend forecasting, campaign development, and increasing visibility for design-focused brands. Experienced in guiding strategy, forming partnerships, and creating engaging content that drives growth.

## WORK EXPERIENCE

### Founder & Creative Director

*Hannah Francis & Co (San Antonio, TX) | 2025-Present*

- Provide brand marketing and creative direction through an independent studio specializing in PR, trend forecasting, and storytelling for luxury interiors and design-driven brands.
- Collaborate with clients to refine brand identity, develop campaigns, and secure press coverage that strengthens visibility and market presence.
- Guide product launches and editorial storytelling with a focus on trend direction, translating concepts into measurable results.

### 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.
- Directed campaigns around product launches, design trends, and brand storytelling to drive engagement.
- Crafted product copy for 650+ new introductions annually, ensuring alignment with brand voice and audience needs.
- Analyze sales and marketing data to refine strategy and boost performance.
- Secured 250+ press features through PR efforts, elevating brand visibility and credibility.
- Build strategic partnerships with industry leaders, including Sherwin-Williams and York Wallcoverings, for cross-promotional campaigns.
- Executed experiential events such as interactive artist-led activations to deepen engagement and community connections.
- Stay ahead of trends to keep the brand fresh, relevant, and innovative.

### Atlanta Showroom Manager

*Global Views (Atlanta, GA) | 2012-2020*

- Opened and managed a 15,000 sq. ft. showroom, driving 90% year-over-year sales growth.
- Hosted designer and client events to increase visibility and engagement.
- Directed showroom resets for 3,000+ products during key markets.

### Account Manager

*Domistyle, Inc. (Dallas, TX) | 2007-2011*

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