

# HANNAH BOTT



## MARKETING & COMMUNICATIONS

Experienced Marketing and Communications leader, skilled in crafting cohesive storytelling and leading integrated communication strategies that enhance brand visibility and fuel business growth. Proven expertise in developing compelling and innovative content, spearheading impactful marketing campaigns, and managing cross-functional teams in dynamic environments. A bold influencer, with a track record of aligning marketing efforts with business objectives, executing multi-platform campaigns, and cultivating strong stakeholder relationships. Known for thought leadership, fostering partnerships, and leading with inclusivity, connection, and passion.

## PROFILE

### LOCATION

9370 Rich Valley Blvd  
Inver Grove, MN

### CONTACT

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## EDUCATION

### FROM 2005 to 2009

**University of St Thomas**  
Bachelors  
Journalism

**University of St Thomas**  
Bachelors  
Advertising

**University of St Thomas**  
Bachelors  
Communications

## EXPERIENCE

**June 2020 to PRESENT** | Sr. Product Marketing & Communications Manger  
*Owned Brands*

- Developed and launched marketing and communication strategies for a new, undefined area within Brand Management, Design and 3D; starting with a single product brand and expanding the portfolio by 2-3x annually. Led the creation and rollout of all SharePoint content, marketing materials, internal and external platform updates, digital, multi-channel communications, driving successful product progress, enhancing the user experience, engagement and sustained growth across the portfolio.
- Manage the ongoing evolution of our Brand Management, Design and 3D portfolio to 10+ products; defining, creating and curating inclusive communication and marketing collateral with storytelling strategy and user centric insights. While collaborating, leading and supporting 6+ product managers to ensure consistent brand messaging, market alignment, execution tactics across all stages of the content marketing and product lifecycles.
- Define and curate brand identities for each product in the innovation portfolio, crafting cohesive messaging and storytelling strategies tailored to diverse user segments. Led the evolution of tone and voice for each product brand, ensuring messaging aligned with the specific needs of various personas, business partners, and users, resulting in highly targeted, relevant, and impactful branding and content.
- Partner with executive leadership to curate Owned Brand: Brand Management, Design and 3D portfolio key updates, communication tactics, milestone meeting moments and keynote presentations. Collaborate with senior leaders to facilitate SharePoint content strategies, Business Partner press releases and align communication efforts with business objectives, including leading content for high-priority Owned Brand and Enterprise initiatives.
- Led a rebranding initiative around established product sprint reviews and traditional share-outs by introducing the Owned Brand Monthly Spotlight. Following the evolvement of our stakeholders needs, this new forum drives synchronized content messaging, 60% increase in user engagement, grew audience by 500+ and fostering collaboration across 6+ teams within the enterprise in the first 10 months of launching in 2024.
- Manage and direct event requests for our portfolio, including leading the first ever Hybrid 3D Demo Days with a focus on showcasing how 3D is being used every day at Target and what team members are doing to embrace technology and pushing the digital strategy forward within the Enterprise. Led strategy and day of operations, managed and designed all marketing materials and communications for the event. Which included 400+ attendees (virtual and in-person) 30+ presenters and over 15 exhibits in the showcase.
- Acknowledged expert of Product Marketing and Communications within Owned Brands, currently launching and leading the Product Marketing Center of Excellence amongst Product Marketing peers. Creating SharePoint and Product Marketing Playbook to establish best practices, content quality and consistency and aligning efforts across capabilities, driving consistency and excellence across the OB organization and delivering best in class content.
- Led and developed the content layout, curation and creation for the first launch of the Owned Brand AI (artificial intelligence) SharePoint. Partnered with ethics and compliance to ensure as the technology landscape rapidly evolves, we are taking into consideration and reflecting upon our current policies and security measures. Additionally managed the strategy and content creation of the second refresh of the OB AI SharePoint with the introduction of AI pilots and testing. Directed the initial rollouts of AI pilot; including onboarding, surveys, volunteer engagement, workshops, multiple training sessions (zoom, hybrid and in person) and weekly office hours to ensure user and pilots success going forward.
- Define, construct and implement yearly, the Marketing & Communications Portfolio Plans and Product Brand Strategies to completion. Adjusting accordingly to accommodate portfolio shifts, roadblocks, pivots in business strategy, new technology developments and modifying to fit customer user needs, stakeholders and key learnings. Advance and continue to develop the OB Brand Management, Design and 3D portfolio with relevant marketing and communication collateral and SharePoint content updates. Communication engagement, brand visibility and SharePoint growth, utilization and click-through rate increased by 25-30% year over year.

# H A N N A H B O T T

## SKILLS

### PROFESSIONAL

- Strategic Communications
- Storytelling & Creative Solutions
- Brand Positioning & Messaging
- Leadership & Influence
- Stakeholder Engagement
- Content Strategy & Copywriting
- Cross-functional Collaboration
- Integrated Marketing Campaigns
- Insights & Data Driven Decisions
- Talent Development & Coaching

## SUPER - POWERS

- Engages & Inspires
- Dynamic Storytelling
- Bold Visionary
- Result Oriented
- Mentor & Consultant
- Collaborative & Adaptable
- Intuitive & Strategic

## EXPERIENCE | CONTINUED

### April 2017 to June 2020 | 3D Project Engagement & Planning Manager *Target Creative*

- Led the 3D Production team and development of all 3D global content. Directed production, operations, project calendar and creative workload and assignments for 4 Project Managers, 6 3D Artists, 10-15 Art Directors and Stylists (team members and contractors) state-side. While also guiding product & operations from a Global lens, inclusive of the TII 3D teams.
- Led and championed the initiative and implementation of 3D at a global level across the enterprise supporting multichannel presence for owned brands responsible for over a billion dollars in revenue.
- Revolutionized the Target Creative (TC) marketing landscape with the introduction of 3D/AR/VR and led change management as onboarding new business' to 3D, focus on tactics that enable change, drive acceptance and increase engagement.
- Thought partner and planner in the year over year development of the 3D strategy, roadmap, business case, resource request and budget, while concurrently navigating competing priorities and evolving business and creative objectives.
- Managed the 3D multi-million dollar budget across pyramids, analyze performance, metrics and ROI, communicate and translate results into key takeaways and defined opportunities.
- Directed the planning, production operations and execution across Bangalore and Minneapolis teams encompassing all bodies of 3D/AR/VR work across creative, innovation and (in-store) experiences.
- Led creative production, leveraging internal and external resources to allocate and cast execution of creative content and manage holistic 3D portfolio.
- Internationally and locally recruited agencies and drove the largest 3D agency negotiation event, across a tiered creative approach driving cost down by 10-40% Led the selection of agencies and fostered the new client relationships. Partnered with sourcing to create and contract negotiations, RFPs and SOWs.
- Launched the first live Augmented Reality experience in the Target native app which drove positive conversion and double digit sales growth. Christmas trees was the MVP for live AR, which drove 2x's the normal rate of trees sales, averaging more than 5K daily engagements at 4% conversion rate. Additionally, it contributed to 18K new app downloads, \$1M in attributed app sales and strong double digit YoY growth.
- Drove continuous alignment across marketing, business, web, app and products teams to identify opportunities for change to improve production operational model, while simultaneously generating solutions that allowed 3D to rapidly scale.
- Created long term vision for content strategy in collaboration with key stakeholders based on business objectives and alignment to priorities while defining project scope definition and managing risk identification.
- Managed and launched the largest current media buy with Pinterest, led and defined the cross-channel content usage workflow targeting the expansion of digital integration. Partnered across the enterprise to compile teams that included site merchandising, email, social, search & SEO, TMN, business strategies, TC and Bangalore TC to execute all creative content for Pinterest and Target Finds.
- Led, and hosted in a cross-functional partnership with Learning Culture, the first Emerging Technology and Innovation event (FutureNow) including key partners such as Pinterest, Snapchat,

### Nov 2015 to April 2016 | Sr. Producer Marketing, Communications & PR | *Target Creative*

### Sept 2015 to April 2016 | Sr. Producer Global Photography *Target Creative*

### Oct 2012 to Sept 2015 | Publishing Content Expert Target.com | *Digital*

### June 2011 to Oct 2012 | Sr. Project Coordinator Owned Brands | *Brand Management, Buying & Global Sourcing*

### Oct 2009 to June 2011 | Sr. Merchandise Specialist Domestics | *Brand Management, Buying & Global Sourcing*