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hannahtervree.com

SUMMARY

Creative Director with 10+ years of experience leading high-impact marketing campaigns for TV, film, and streaming. Expert at translating strategy into compelling creative that connects with audiences across AV, design, digital, and social platforms. Trusted partner to clients and cross-functional teams with a strong foundation in campaign development, execution, and creative leadership.

Currently seeking brand-focused creative marketing roles where conceptual thinking, collaboration, and bold, impactful storytelling are central.

SKILLS + TOOLS

- Creative Direction
- Campaign Development
- Concept Ideation
- Copywriting
- Client Partnerships
- Project Management
- Adobe Creative Suite
- Figma
- Google Workspace
- Keynote
- Airtable, Asana, Monday

HOBBIES

- Hiking, snowboarding, motorcycle riding, traveling
- Writing
- Nonprofit volunteering

EDUCATION

Indiana University Bloomington
Bachelor of Arts and Sciences in Telecommunications with minors in Gender Studies and Mathematics

Hannah Ter Vree

Creative Director | Brand & Marketing

EXPERIENCE

Senior Producer

Jan 2025 – July 2025

Wild Card Creative Group | Culver City, CA

- Oversaw high-profile marketing campaigns and creative assets for major entertainment brands including Warner Bros., Apple, 20th Century Studios.
- Partnered closely with clients to translate brand objectives and campaign goals into actionable briefs and clear creative direction.
- Collaborated cross-functionally with editorial, music, writers, and graphics teams to deliver work on time, on budget, and aligned with creative campaign strategy.
- Drove revenue by building and maintaining client partnerships.

Creative Director

Dec 2017 – Dec 2024

Trailer Park Group | Los Angeles, CA

- Led creative strategy, concept development, and execution for integrated marketing campaigns across AV, social, digital and design for TV, streaming, and film properties.
- Served as a primary partner to clients, aligning creative vision with campaign strategy, timelines, and budgets.
- Directed editors and designers through a collaborative creative process, providing feedback, solutions, and clear creative direction.
- Wrote scripts and developed original shoot concepts for custom content, translating campaign strategy into bespoke, story-driven spots.
- Partnered with internal teams across music, graphics, copy, voiceover, and finishing to ensure cohesive, on-brand execution.
- Developed and pitched custom creative concepts and presentation decks to internal teams and clients.
- Managed and mentored coordinators and junior producers, supporting team growth and creative excellence.

Head of Post Production

Aug 2014 – Dec 2017

Tiny Hero | Burbank, CA

- Led finishing workflows for marketing content, overseeing delivery of final video, audio, and graphic assets across multiple platforms.
- Ensured creative and technical quality control across all deliverables, maintaining consistency with brand and campaign standards.
- Managed and mentored a team of online editors, assistant editors, and audio mixers in a fast-paced environment.

Freelance | Graphic Design, Editing, Web Design

2008 – Present

- Develop visual identity systems—including logos, websites, and branded assets—for independent clients across digital and print.
- Collaborate directly with clients to define creative direction, brand positioning, and visual tone.