

SHERRON HANSON

CREATIVE EXECUTIVE, BRANDING, PRODUCTION, AND DESIGN

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Award-winning, innovative, results-driven, Creative Director and Production expert with 20+ years of hands-on experience creating and managing multi-platform and multimillion-dollar creative executions for global brands, including HBO, Sony Music Entertainment, and A+E Networks. Proven track record of producing and managing content for brand campaigns, movie trailers, SVOD platforms, shoots, talent interviews, music, digital, and social media assets.

EXPERTISE

- Mac/PC proficient
- Adobe Suite/MS Office
- Project Management Software
- Social Media Platforms
- Marketing Strategy
- Brand Creative
- Storytelling
- Budgeting
- Consumer Products
- Art/Creative Direction
- Shoot Production /Direction
- Talent Interviews
- Project Management
- Promo/Print/Digital/Radio

NOTABLE MENTIONS

Responsible for marketing the most top highest rated movies on Lifetime since 2019.

Janet Jackson is TV's #1 original documentary of 2022. 22 million total viewers across Lifetime and A&E on linear and digital platforms.

Single Black Female 8 million total viewers (2022).

Wendy Williams: The Movie 2.2 million total viewers (2021).

The Documentary - Wendy Williams: What a Mess! 2 million total viewers (2021).

The Clark Sisters: First Ladies of Gospel delivered 2.7 million total viewers (2020).

EXPERIENCE

A+E NETWORKS, Lifetime | Creative Director, Brand Creative
New York, NY | Jan 2019 – Present

- Develop original concepts, scripts, ideas, and pitches that elevate Lifetime movies, reality, and special events.
- Design and manage campaigns for on-air, radio, off-air media buys, ad sales, SVOD, partnerships and short-form content.
- Concept, pitch, and direct large budget production concept shoots and interview talent for short-form content.
- Direct and manage external creative agencies, internal producers, and editors while fostering a strong brand identity.
- Oversee all aspects of pre- and post-production of edit sessions; screen production content, direct voice-over talent, copywriting, music selection, and supervise edit sessions.
- Lead marketing creative for our SVOD platform and Broader Focus; our short-form initiative showcasing women behind the camera.

A+E NETWORKS, A&E, History, Lifetime, LMN | Director, Production
New York, NY | Sept 2017 – Jan 2019

- Collaborated and communicated with multi-disciplinary teams across the company including programming and development, ad sales, brand creative, PR, editorial, production, social and digital to produce content.
- Lead internal and external processes for A+E Networks' in-house production team.
- Managed all production shoot budgets and reported company savings.
- Directed, conceptualized, and developed all department projects, workflow, and schedules.
- On-boarded and guided new producers and production managers.
- Executive produced and line produced projects in partnership with the Creative Directors.
- Produced with network talent, managers, and executives for production of EPK, short-form video for social media, and marketing assets on set and in the field.
- Served as network liaison for talent and conducted interviews for branded content.

EDUCATION

Master of Science
Integrated Digital Media
New York University,
New York, NY

Bachelor of Arts,
Communications
SUNY Albany,
Albany, NY

CERTIFICATIONS &
CONTINUING EDUCATION

Digital Filmmaking and
Premiere Pro Classes
School of Visual Arts
New York, NY

Digital Graphic Design
Certificate
Pace University
New York, NY

Typography and Print
Production
and Process Classes
Parsons School of Design
New York, NY

Graphics Specialist
Certification
The Mac Learning Center
New York, NY

PROFESSIONAL
DEVELOPMENT

Promax Thrive — Creative
Leadership Development

Spark! – A Betsy Magness
Inspired Leadership Mentoring
Program via A+E Networks

PROMAX AWARDS

Made for Television Movie:
Promo

2023 - Single Black Female
2021 - The Clark Sisters

A+E NETWORKS, Lifetime | Art Director/ Creative Director
New York, NY | Sept 2016 – Sept 2017

- Conceptualized, wrote, and developed dynamic brand campaigns to market new and returning programming including reality, scripted, and movies under demanding deadlines.
- Directed 15 marketing shoots from concepts to final product.
- Managed creative for multiple platforms including on-air, OOH, digital campaigns, DTO, ad sales, distribution, and events.
- Directed over 25+ outside agencies and internal design staff while fostering a strong brand identity across all media platforms including Facebook, Instagram, Twitter, and digital display.
- Influenced the securing of talented creative personnel.

A+E NETWORKS, Lifetime/ LMN/ FYI | Production Director
New York, NY | June 2013 – Sept 2016

- Managed designers and department project workflow in collaboration with the creative team.
- Evaluated \$4M – \$7M budget to manage and allocate against priorities throughout programming year.
- Directed management of all external agencies/vendors/designers for key art, digital display, social, and web assets.
- Implemented new production and post-production models to create greater efficiencies across the board.
- Directed photo and promo shoots for key art, on-air, OOH, social media, and digital.

HBO | Project Manager, Design and Production
New York, NY | Apr 2012 – May 2013

- Managed the production of large-scale promotional campaigns and all project management operations, software entry and maintenance, trafficking digital and print projects while meeting deadlines on a variety of projects simultaneously.
- Organized meetings with clients to present creative solutions, record feedback, and determine project progress with creative and production teams.

Sony Music Entertainment | Associate Director, Production & Operations
New York, NY | Jul 2007 – Sept 2009

- Established new release projects through all phases of production—from the initial Business Affairs clearance to the final manufacturing process and shipping.
- Directed internal and external approval process for copy, editing, layouts, final artwork, color proofs, printed samples and digital files.
- Monitored internal content management system to control resource allocation and to ensure completion of project phases.
- Maintained effective relationships with an average of 40 high-profile clients such as Warner Brothers and HBO.