



Hey there 🙋, my name is

Hannah Ray

COMMUNITIES, EDITORIAL, STRATEGY

SUMMARY

A leader with an entrepreneurial spirit who thrives in online editorial environments to create meaningful content and communities. I am driven by a deep passion for community-first editorial and build world-class global content teams who create communities at scale.

CONSULTANCY

October 2016 – Present

I work with brands and individually to tell their story to connect to their communities. Previous clients include BBC newsroom, Farfetch, Netflix UK, Tate, SRF Switzerland, Cultivator Cornwall and Art Fund.

I speak at conferences and in media on social storytelling and am author a Guardian Short book, CONNECTED, on the power of modern communities.

EXPERIENCE

BEAMS

January 2020—Sept 2021 (UK, remote)

Director Brand & Community

- Designing community outreach and content strategy, guidelines & Beams visual and written brand.
- Building & managing international remote community team.

VOGUE INTERNATIONAL, CONDÉ NAST

March 2017 – October 2019 (London & remote)

Head of Social Strategy & Storytelling

- Setting social strategy across 25 Vogues with combined audience of 25m; achieving 62% YoY engagement increase for 11 wholly-owned markets in two years.
- Launching Snapchat Shows for international audiences and creating a new editorial strategy for Snapchat Discover: 38% increase average engagement in 3 mos (audience 5.2m).
- Creating and launching @vogue on Instagram as a community-first account. Growing the channel organically to 500,000 followers in 1st year, achieving highest engagement rate of all Vogues.
- Setting up a new Global Key Moments production hub for Instagram Stories — for SS20 fashion month reaching 8.5m people across 15 Vogues, average completion rate 85%.
- Hiring and managing a team of 10 people, including editors, designers, and producers.
- Speaking at industry conferences, panel discussions and in media interviews including Digiday, GEN Summit 2019, VidCon, DIS 2018.

What coworkers said about me:

“A thoughtful, analytical and empathetic leader. Her expertise on community and storytelling is unmatched. She always comes to the table with creative strategies. She takes time to listen to XFN needs and knows how to navigate ambiguous environments.”

Molly Benn, Strategic Partner Lead at Snapchat, former colleague at Instagram

“A talent to watch. Her journalism skills mixed with affable nature and ability to build networks across diverse groups were an editorial success.”

Meg Pickard, former head of Digital Engagement at Guardian News & Media

EDUCATION**CARDIFF UNIVERSITY**

School of Journalism
Pg Dip Newspaper Journalism
(NCTJ)
2008 – 2009

UNIVERSITY OF BRISTOL

Bachelor of Arts, English
Literature and Philosophy (2:1)
2005 – 2008

King Edward VI Five Ways,

Birmingham, UK.
A Levels: English Literature (A),
Philosophy (A), French (A).
Advanced Extension Award in
English (distinction)

SKILLS

writing | editing | strategy |
production | team building |
leadership | training | ideation |
social video | public speaking |
data analysis and performance |
international & XFN working |
community | management

LANGUAGES

Portuguese (fluent, speaking),
Spanish (A level), French (A
level).

TOOLS

GSuite, Keynote, Adobe Suite,
Photoshop, Microsoft
Powerpoint, Excel, Workday,
Slack, Social analytics and
scheduler tools.

INSTAGRAM

October 2013 – October 2016 (London & California)

Community Creative Producer (Apr-Oct '16)

Search & Explore Producer, Instagram (Jul '15-Apr '16)

Community Manager, EMEA, Instagram (Oct '13-Jul '15)

- As Instagram's first international hire outside Silicon Valley HQ, my work helped Instagram connect to communities outside of the US through stories & IRL initiatives.
- Launching inhouse editorial on Instagram Stories globally. Creative producer for Instagram Stories, programming on six in-language company accounts and @instagram.
- Lead producer for Instagram's first in-app storytelling experience, creating new production workflows, playbook and hiring contractor team to create curated collections.
- Building a team of regional community editors across the world.
- Creating content strategies and series for connecting Instagram to its communities globally in-language.
- Authoring international stories for the Instagram blog (blog.instagram.com), and flagship Instagram account (instagram.com/Instagram).

GUARDIAN NEWS & MEDIA

January 2010 – October 2013 (London & Cardiff)

Community Coordinator, News (Jun '11-Oct '13).

Beatblogger, Guardian Cardiff (Jan '10-Jun '11).

- Creating new ways to bring readers into the Guardian's award-winning journalism through social channels, I set the flagship brand's social strategy.
- Managing flagship social channels for Twitter and Facebook.
- Introducing training with journalists on best practice for community engagement and use of social media in the newsroom, the go-to person for editorial ideation on emerging social media platforms.
- Creating the first Guardian Masterclass on community engagement and running a day-long conference on social.
- Running the first Guardian AMAs on reddit, Guardian Tech Google hangout, Guardian comments in live blogs for London Riots, 2012 Olympics, first Twitter-lead EuroDebtTales, Reality Check, Austerity reader blogs, Politics Live, Guardian Witness.

What others said about me:

"I've never felt so supported by any other manager before. She gets the best out of teams and encourages healthy minds, habits and attitudes."
— Michael MacLeod, Social Production Lead at Vogue International, direct report

"Our session with Hannah was short of revolutionary - so enlightening and liberating, leaving us with a fresh new perspective and understanding of how to approach Instagram, how to have fun with it and how to engage with our audience with a new depth which we now feel sure will help our Instagram community to grow and flourish in the right way."

— Selina Barker, founder of Project Love, consultancy client