

HANNAH JOHNSTON

Creative Director & Creative Operations Leader

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PROFESSIONAL SUMMARY

Creative leader with 6+ years building design teams, creative operations systems, and cross-agency workflows inside a fast-growing performance marketing organization. Grew Black Propeller's design department from a team of one into seven, then scaled that operating model — ticketing, QA, offshore production, and SOPs — across Stellar's network of Pixis-owned agencies. Equally comfortable designing high-converting creative, coaching designers and strategists, and building the systems that let creative teams grow without losing quality.

EXPERIENCE

Black Propeller | Stellar (a Pixis company) Remote — Frederick, MD Jan 2021 – Present

Director of Creative Operations, Stellar & Creative Director, Black Propeller Jan 2026 – Present

- Promoted to lead creative operations across Stellar's network of Pixis-owned agencies, partnering with Creative Directors at 6 additional agencies (*Realtime, Algofy, Linear, Red Olive, Passion Digital, Megaphone*) to centralize tooling, SOPs, and creative workflows into one shared operating model — while continuing to direct creative for Black Propeller.
- Represent Stellar on the Pixis x Google AI creative initiative, leading client discovery interviews across 8 agencies and delivering UX feedback that informed the roadmap for Google's AI creative tools inside Adroom.
- Designed and led multiple cross-department trainings for Black Propeller and Stellar's creative leads — including a multi-week Adroom (*AI creative platform*) series reaching ~28 people across the network, plus sessions on Meta Andromeda realignment, landing page strategy, and Motion creative analytics.

Creative Director, Black Propeller Feb 2023 – Jan 2026

- Built Black Propeller's design department from one designer to seven — creating the hiring process, onboarding/training program, and end-to-end creative operations system (intake, ticketing, briefing, feedback loops) from scratch.
- In fall 2025, led a full restructuring from 5 to 2 onshore designers while maintaining service across 75 active clients — standing up Pixis's offshore Global Resource Team (*GRT*) as primary production resource and building the SOPs, brand guidelines, and training behind it, for ~\$210K in annual salary savings and GRT now producing for ~50 of those 75 clients.
- Retrained the remaining onshore designers into Creative Strategist roles, building a new Creative Strategy Sheet and Tracker that introduced structured performance reporting and A/B testing plans as a new client deliverable.
- Authored a company-wide SOP library — creative workflow, paid ad production, landing pages, CRM integrations, and email — used to train onshore designers and GRT alike.
- Designed and launched 200+ landing pages and supported 50+ new-business pitches across three agencies; directly involved in 16 deals with a 31% closed-won rate and \$94,024 in closed monthly recurring revenue.

Senior Designer → Digital Designer Jan 2021 – Feb 2023

- Joined Black Propeller as its first and only designer, designing landing pages, paid social/search creative, and email templates for paid acquisition campaigns; promoted to Senior Designer within the first year as scope and results grew — laying the groundwork for the agency's design department.

ADDITIONAL EXPERIENCE

2019 – 2021 | Creative Associate, The Hub Project (*political digital campaign design*) • Contract Graphic Designer, Mojo Creative Digital • Volunteer Program Coordinator, Americorps (*built a volunteer program for a nonprofit serving at-risk and homeless youth*)

SKILLS

Leadership & Operations: Team Building & Management · Creative Operations & Process Design · Cross-Agency Program Management · Offshore/Onshore Team Training & QA · Cross-Team Training & Facilitation · Creative Strategy & Pitch Development · Conversion-Focused (CRO) Design

Tools & Platforms: Adobe Creative Suite · Figma · Unbounce · HubSpot · Monday.com · Asana · Salesforce · Zoho · Klaviyo · WordPress · Google Analytics · Adroom · Claude · ChatGPT · Lovable · Motion Creative Analytics

EDUCATION

B.A. Graphic Design, Minor in Photography — Susquehanna University