

## CONTACT

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## PORTFOLIO

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## SKILLS

- ★ Creative direction
- ★ Video production
- ★ Writing & concept development
- ★ Client relationship mgmt
- ★ Project scoping & proposals
- ★ Content strategy
- ★ Operations & process design
- ★ Cross-functional coordination
- ★ On-camera performance

## TOOLS & PLATFORMS

Airtable • Salesforce  
Premiere Pro • Frame.io  
Gamma • Stripe • Slab  
TikTok / Reels / Shorts  
YouTube • CTV

## EDUCATION

**Illinois State University**  
B.S. Community Health  
Education, 2011–2015

## TRAINING

**Improv:**  
Second City, iO  
**On-Camera:**  
Acting Studio Chicago

# HAYLEY HENEGHAN

*Producer, writer, and client experience operator with 9+ years across video production, account management, and creative operations.*

## EXPERIENCE

**Head of Client Experience** | Emergent *Jan 2025 – Present*

- Designing the full client experience for a creative agency pre-launch — from first inquiry through project delivery and ongoing relationship management
- Built the agency's CRM and operational infrastructure: Airtable for pipeline tracking, Assembly for client portal, Stripe for billing, Frame.io for content review, Slab for internal documentation
- Writing program guidelines, onboarding workflows, and process documentation to ensure consistency and quality across all engagements
- Developing templates for briefs, proposals, and reporting that translate business objectives into clear creative deliverables

**Creative Director / Producer / Writer** | WOA! Team *May 2025 – Present*

- **Primary relationship manager for flagship client** — pitch concepts, translate campaign objectives into creative briefs, present strategies, manage deliverable timelines, and maintain trust through every phase of production
- **Produced a \$30K CTV commercial** — scoped the project, coordinated 17+ cast and crew, managed talent communications, and oversaw delivery from script through final cut
- **Co-created an 11-week branded docu-series** for social media — developed the concept, managed multi-day shoots with rotating talent, wrote scripts, drove content strategy, and sustained audience engagement across the full run
- Write creative briefs that define campaign objectives, deliverables, timelines, and quality standards before production begins
- Own the content pipeline across TikTok, Reels, Shorts, and YouTube — develop concepts, approve content, manage posting calendar, and track what's resonating
- Create client-facing presentations and performance reports communicating campaign strategy, creative direction, and results
- Performed on camera across multiple productions — three characters in the docu-series with improvised dialogue, plus appearances in branded sketches

**CSM** → **Senior Customer Success Manager** | Sana *Aug 2021 – Nov 2023*

- **Managed a portfolio of 60+ partner relationships** (10–800 employees) representing over \$1.5M in annual recurring revenue
- Served as primary point of contact across the full relationship lifecycle — onboarding, quarterly reviews, renewals, and escalation resolution
- Tracked engagement and performance data to evaluate relationship health, identify upsell opportunities, and drive adoption of partner programs
- Led business reviews presenting utilization data, strategic recommendations, and ROI — maintained consistently high NPS across the portfolio
- Owned the onboarding process end-to-end, coordinating across internal teams and external stakeholders to ensure a seamless experience
- Played a key role in standardizing engagement processes and building internal communication workflows across the CS team

**Analyst** → **AM** → **Sr. Account Manager** | bswift *Sep 2016 – Aug 2021*

- **Three promotions in five years** — grew from frontline support into the lead relationship manager on complex enterprise accounts with \$2M+ in annual revenue
- Day-to-day point of contact for enterprise partners — managed communications, deliverables, timelines, and quality standards across multiple concurrent accounts
- Retained at-risk relationships through proactive communication and consistent follow-through
- Led implementations, coordinated with product and engineering teams, and drove process improvements that raised satisfaction across the portfolio