

HAYLEY HENEGHAN

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SUMMARY

Client strategist and account lead with nine years of experience across B2B SaaS account management and creative production. Eight years owning enterprise and mid-market client relationships end to end: implementations, renewals, escalations, billing, contract cycles, and executive stakeholder management, including a \$2M+ ARR book as a Senior Account Manager and sole ownership of a 25,000-employee account. Now a year in as Creative Director and Client Lead at a production company, running both the client relationship and the content itself: concept development, production, talent management, and editing from raw footage to final delivered cut.

EXPERIENCE

Creative Director and Client Lead

WOAH, Los Angeles, CA · May 2025 – Present

Client leadership and strategy

- Run the full client relationship for Anvil, a document automation software company: present creative, write and deliver campaign strategy decks and performance reports via Gamma, and manage the account day to day
- Develop content concepts against a 1,000+ format reference library (The Vault) and pressure-test ideas for shareability before they go into production
- Own the content strategy across TikTok, Instagram Reels, YouTube Shorts, and YouTube long-form: concept development, asset approval, posting calendar, and performance tracking
- **Drove ~2.4M Instagram Reel views, ~153,700 shares, and 813 new follows at a 15.46% engagement rate in a single two-week window, up ~250% period over period, including one sketch with 113K+ likes**
- Manage a content engine of 50+ videos across three recurring franchises (street interviews, always-on, and a serialized docu-series), with per-format performance analysis driving what gets made next

Production

- **Wrote and produced a \$30K connected-TV campaign, two :30 broadcast-style spots (“The Tools” and “Before Coffee”): scoped the project, managed the budget, coordinated 17+ cast and crew, and handled casting, crew booking, talent communications, wardrobe and prop sourcing, location logistics, and script version management**
- Co-created and co-wrote “Who’s Using The Paper?”, an 11-episode serialized true crime comedy docu-series, with business partner Ryan Kelly; built the series’ structural formula from original format analysis
- Coordinate shoots end to end: casting, wardrobe, props, call sheets, AD work, and all talent communications
- Negotiate rates directly with talent and creators

Post-production

- Edit Anvil short-form social content in Premiere Pro from raw footage to final delivered cut, including music videos cut from real-camera shoot footage and recreated celebrity promo formats (Hot Ones style, Wired Autocomplete style)
- Story editor on “Who’s Using The Paper?” episodes 3–7: assembled footage, structured each episode’s narrative, and delivered rough cuts for finishing
- Green/blue screen keying and masking with background replacement; color matching via Lumetri (RGB curves, exposure, feathering, spill removal)
- Multicam and multi-source timelines, including street-interview footage with per-speaker lav mic audio management; audio sync, gain and levels, Essential Sound cleanup, and music/SFX placement and mixing
- Captions, subtitles, and graphic text; stock footage and audio sourcing; Frame.io export and timecoded-comment revision workflow; extensive Descript editing; AI-generated scene elements and B-roll where live filming isn’t possible

Client Experience Manager

iBTR (HR tech and benefits consulting), Remote · Feb 2024 – Dec 2024

- **Solely owned a 25,000+ employee enterprise client representing ~\$500K in annual revenue, serving as strategic lead for all benefits administration initiatives**
- **Turned around a high-risk client relationship through proactive communication and internal advocacy, retaining the account and then upselling additional services generating \$30K+ in new annual revenue**

- Spearheaded projects spanning system updates, bug resolution, and data audits, working directly with developers and cross-functional teams on technical challenges
- Managed executive-level stakeholder relationships as the sole client-facing lead
- Tracked client work and reporting in Salesforce

Customer Success Manager → Senior Customer Success Manager

Sana (self-funded health insurance startup), Remote · Aug 2021 – Nov 2023

- **Managed a portfolio of 60+ mid-market partner relationships (companies of 10–800 employees) representing \$1.5M+ in annual recurring revenue**
- Served as the primary contact from point of sale through the full client lifecycle, including presenting, negotiating, and securing annual renewals
- Owned client implementation and onboarding end to end, bringing on ~5–10 new groups per month while managing a full book
- Conducted in-depth quarterly business reviews presenting utilization data, claims trends, and strategic recommendations to client leadership
- Managed and resolved escalations as the client's advocate inside the company
- Promoted from Customer Success Manager to Senior Customer Success Manager

Client Services Analyst / Account Manager / Senior Account Manager

bswift (SaaS benefits administration platform), Chicago, IL → Los Angeles, CA · Sep 2016 – Aug 2021 · 3 promotions in 5 years

Senior Account Manager (Feb 2020 – Aug 2021, Los Angeles)

- **Lead consultant for ~7 large-market Channel Partner accounts on average (peaked at 10) representing \$2M+ in annual recurring revenue**
- Managed complex projects including new implementations and system enhancements
- Delivered strategic recommendations, facilitated client trainings, and ensured timely resolution of escalated issues
- Handled billing and contracts while balancing client needs with business goals
- Served as the client-side liaison through redline cycles between internal and external legal teams

Account Manager (Jan 2018 – Feb 2020, Chicago)

- Day-to-day point of contact for six Channel Partner clients, ensuring accurate system configuration and benefits administration
- Retained a high-risk client through transparent and timely communication
- Led projects aimed at increasing client capacity and department revenue
- Managed open issues and enhancement requests in close partnership with product and technical teams

Client Services Analyst (Sep 2016 – Jan 2018, Chicago)

- Provided Tier 1 support for partner clients, resolving system issues and benefits inquiries
- Identified data discrepancies through audits and implemented corrective actions
- Created knowledge resources and conducted peer training
- Prepared detailed reports and presentations for executive stakeholders

EDUCATION

Illinois State University · B.S., Community Health Education, Minor in Public Health, 2011–2015

Completed coursework toward a TV Production minor

SKILLS

Client Relationship Management · Account Strategy · Renewals & Escalations · Implementation & Onboarding · Executive Stakeholder Management · Contract & Redline Cycles · Creative Direction · Content Strategy · Production Coordination · Talent Casting & Rate Negotiation · Video Editing · Premiere Pro · Descript · Frame.io · Gamma · Salesforce · Airtable · Asana · Slab · Excel · AI Generation Tools (Seedance, Higgsfield: scene elements and B-roll that can't be filmed live)