



# ADAM HANSEN

COPYWRITER & BRAND STRATEGIST

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## EXPERIENCE

### Gotcha Director of Brand Strategy

Jan. 2019–Current

- Developed brand strategy and applied it to website, mobile app, collateral and media
- Helped execute product-reveal campaign and event at SXSW
- Maintained brand integrity across departments while launching mobility systems in markets across US
- Wrote core messaging for all products, services, business development and more

### The James Agency Senior Copywriter

Jan. 2017–Jan. 2019

- Developed brand strategies for hospitality, finance, travel and lifestyle brands
- Executed concepts across digital, social and traditional platforms
- Directed interns and junior copywriter
- Worked with director to identify agency goals

### RIESTER Copywriter

Sep. 2014–Jan. 2017

- Worked with tourism, gaming and public service brands
- Gained broadcast, print and social experience

### MM Brand Agency Comm. Strategist

Mar. 2013–Sep. 2014

- Worked with design team to develop and execute brand development for local and international businesses and non-profits
- Managed social communities, strategies and content

### Flypaper Creative Copywriter/PR

Sep. 2010–May 2012

- Collaborated with non-profits and startups
- Developed creative materials and PR plans

### High Plains Reader Design/Photography

May 2011–Apr. 2012

- Contributed photos, illustrations and page layouts to weekly publication
- Worked with publisher to establish new visual directions and designs

### Dive 95.9 KXBQ-FM DJ/Marketing

Apr. 2010–Sep. 2011

- Used social media to build relationships with listeners
- Doubled Facebook following in one year
- Planned programming, sponsorship program and events

## EDUCATION

### Minnesota State University Moorhead

BS in Mass Communications

Emphasis in Advertising | 2007–2012

- Led 2012 National Student Advertising Competition team to nationals as Creative Director and Presenter
- Worked as Ad Manager at student newspaper
- Became a leading member of the MSUM Ad Club and student agency

## AWARDS

#### '19 Bronze Addy

Mountain Shadows Campaign

#### '19 Bronze Addy

Costa Mesa Brand Video

#### '18 Gold Addy

Hotel Adeline Campaign

#### '18 Silver Addy

Tilted Kilt Drink Book

#### '18 Bronze Addy

Mountain Shadows Video

#### '16 Gold Addy

DBHS "It Matters" TV

#### '15 Gold Addy

Oranje Commercial Cleaning Website

#### '15 Silver Addy

Oranje Commercial Cleaning Sales Materials

#### '15 Silver Addy

MM Horse Calendar