



ADAM HANSEN

COPYWRITER & BRAND STRATEGIST

507.828.5303 • adam@hansencreative.net • Minneapolis

EXPERIENCE

QA1 Content Marketing Specialist

Mar. 2021–Current

- Build out content strategies and supporting marketing tactics
- Work with team to define KPIs for all channels and brand activations
- Manage outside vendors, including agencies and production partners

Freelance Copywriter & Brand Strategist

Jan. 2019–Current

- Create research-based strategies and content
- Work with internal stakeholders to audit operations and identify opportunities
- Plan and execute supporting marketing strategies, websites, videos and collateral

Gotcha Director of Brand Strategy

Jan. 2019–Feb. 2020

- Developed brand strategy and applied it to website, mobile app, collateral and media
- Executed product-launch campaign and event at SXSW
- Wrote core verbiage for all products, services, business development and social media
- Managed third-party vendors and contractors

The James Agency Senior Copywriter

Jan. 2017–Jan. 2019

- Developed brand strategies for hospitality, real estate, finance, travel and lifestyle brands
- Executed concepts across digital, social and traditional platforms
- Ideated and produced video concepts
- Directed interns and junior copywriter

RIESTER Copywriter

Sep. 2014–Jan. 2017

- Supported tourism, CPG, gaming, utility and public service brands
- Wrote content for print, web, broadcast and social media
- Consistently produced videos and directed voice over talent

MM Brand Agency Comm. Strategist

Mar. 2013–Sep. 2014

- Worked with team to develop and execute brands for businesses and non-profits
- Wrote and distributed press materials
- Managed social communities and strategies

Additional Experience

- Design & Photo Intern, High Plains Reader
- Programming & Outreach, Dive 95 Radio

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

"It Matters" TV

'15 Gold Addy

Oranje Commercial Cleaning Website

'15 Silver Addy

Oranje Commercial Cleaning Sales Materials

'15 Silver Addy

MM Horse Calendar