

ADAM HANSEN. COPYWRITER.

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EXPERIENCE

The James Agency

Senior Copywriter | Jan. 2017–Present

- Developed strategies and personalities for hospitality, finance and lifestyle brands
- Executed creative concepts across digital, social and traditional platforms
- Met with clients to define goals and objectives
- Helped refine agency processes
- Directed and managed interns and junior copywriter
- Collaborated with creative director to identify department goals

RIESTER

Copywriter | Sep. 2014–Jan. 2017

- Created work for a diverse range of industries, including tourism, gaming and public services
- Gained broadcast, print and social media experience
- Collaborated with team to create award-winning work

MM Brand Agency

Communications Strategist | Mar. 2013–Sep. 2014

- Developed and executed brand strategies for local and international businesses and non-profits
- Managed social communities, strategies and content
- Collaborated with design team on creative materials

EDUCATION

Minnesota State University Moorhead

BS in Mass Communications | Aug. 2007–Dec. 2012
Emphasis in Advertising

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

Pizza Nico

Supervisor/Marketing | Jul. 2012–Jan. 2013

- Trained new employees
- Planned marketing activities and created promotional materials

Flypaper Creative Services

Copywriter/Designer/PR | Sep. 2010–May 2012

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

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/Management | Apr. 2010–Sep. 2011

- Used social media to build relationships with listeners
- Organically doubled Facebook following in one year
- Organized programming, developed sponsorship program and planned events

AWARDS

2018 GOLD ADDY

Hotel Adeline Campaign

2018 SILVER ADDY

Tilted Kilt Drink Book

2018 BRONZE ADDY

Mountain Shadows Video

2016 GOLD ADDY

DBHS "It Matters" TV

2015 GOLD ADDY

Oranje Commercial
Cleaning Website

2015 SILVER ADDY

Oranje Commercial
Cleaning Sales Materials

2015 SILVER ADDY

MM Brand Agency
Horse Calendar

2012 NATIONAL

STUDENT AD
COMPETITION

Creative Director,
National Finalist