

SUSAN HANSON

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Profile

Talented, motivated professional with myriad experience in editorial writing, copywriting and editing. Proven performance in utilizing research to create strategic marketing approaches. Demonstrated success in effective, multi-format marketing campaigns. Flexible and able to thrive in deadline-driven environments. Personable, determined, diplomatic and honest.

Skills Summary

- Marketing Copywriting – TV, Radio, Print, Direct Mail, Collateral
- Marketing Plan Writing
- Editorial Writing
- Editing and Proofreading
- Employee Supervision
- Project Management
- Successful Communication with Business-to-Business and Consumer Markets
- Branding and Positioning Product Lines
- Vendor and Resource Management
- Project Scheduling and Budgeting
- Professional Creative Presentation

Employment History

Freelance Writer/Editor, 2002 to Present

Seattle, WA

Clients include Virtuoso, Oculus, DDB Seattle and The Tasting Room.

Editor, *Voyage Magazine*, 2000 to 2002

Virtuoso, Seattle, WA

Charged with managing editorial content and integrity of national travel magazine with 125,000+ distribution. Ensured consistent tone, style and branding. Accurately implemented company guidelines. Led freelance staff of 10 writers and designers. Maintained favorable relationships with related vendors and international partners.

- Established well-received magazine redesign and content update
- Conducted interviews with celebrities, dignitaries and public personalities, including actor Michael York, animal activist Jane Goodall, South African Minister of Tourism Valli Moosa, and environmentalists Jean-Michel Cousteau and Ian Player
- Successfully incorporated new data-collection process for Voyager Club Calendar, reducing required work-hours by 50 percent
- Created style guide for company Web site

Marketing Writer, UCLA Alumni Association, 1998 to 2000

University of California-Los Angeles, Los Angeles, CA

Wrote, edited and proofread Association marketing material, including brochures, advertising and scripts. Contributed articles to bi-monthly *UCLAlumni* magazine.

- Produced “I Give” advertising campaign, featuring UCLA alumni who donate to their alma mater
- Interviewed high-profile UCLA alumni, including actress Carol Burnett and photographer-activist Robert Ketchum

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Shore Excursions Producer, 1993 to 1996

Princess Cruises, Los Angeles, CA

Responsible for all writing, editing and design of 40 annual Shore Excursions brochures distributed worldwide. Managed all related vendors, budgeting, scheduling and trafficking. Also oversaw production of more than 200 Port Guides.

- Conceived and incorporated updated, four-color brochure design
- Established competitive bidding process, reducing production costs by 25 percent

Copywriter, 1991 to 1992

McDonald Davis and Associates, Milwaukee, WI

Created national, regional and local advertising and marketing material, predominantly TV and radio. Clients included ShopKo Stores, Blue Cross Blue Shield of Wisconsin, Budgetel Inns and Bigsby & Kruthers Men's Clothiers/Chicago.

- Devised and developed highly effective "Discover for Yourself" national radio, TV and point-of-sale advertising campaign for ShopKo Stores

Copywriter, 1988 to 1991

Lee and Riley, Minneapolis, MN

Developed, managed and wrote myriad advertising and marketing campaigns, which included direct mail, collateral, print, radio and point-of-sale materials. Clients included Marvin Windows, Star Tribune, First Bank Systems, Growing Healthy Baby Food and Personnel Decisions, Inc.

- Branded new product line, Growing Healthy Baby Food, with direct-response marketing, brochures and point-of-purchase
- Created Marvin Windows' "Fit to A T" business-to-business campaign, including sales kits, point-of-purchase and direct marketing that received a 10 percent response – 10 times above expectations

Editor/Copy Editor, 1986 to 1988

Callan Publishing, Inc., Minneapolis, MN

Edited more than 20 bi- and tri-annual journals for law enforcement associations across the country.

Related Affiliations

Story Development Studio

Associated with Olson Zaltman Associates, an East Coast research and consulting firm whose patented research tool, ZMET (Zaltman Metaphor Elicitation Technique), provides a window into consumers' minds by probing beneath the underlying motivations that influence a person's purchase decisions. As part of the Story Development Studio, wrote "Truth Hurts," the first screenplay to which Olson Zaltman Associates has applied its ZMET Analysis Technique through a series of focus groups. Successfully completed a script rewrite that incorporates ZMET analysis and diagnosis.

Education

University of Minnesota, Minneapolis, MN

BA, English Literature

Inducted as a College of Liberal Arts Alumni of Notable Achievement, 2008.