

Isabelle J. Hansen

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Education

M.S Business, Branding- Creative Brand Management

The Brandcenter at VCU

May 2022 | Richmond, VA

Grad. Assistant - *Marketing Dept*
Student Admissions Ambassador
Live Clients - *HBOMax, Whiskeysmiths, Flip'd by iHop, Atlantic Union Bank*

B.S. Business- Advertising and Marketing Communications

Fashion Institute of Technology

Dec 2019 | New York, NY

magna cum laude, Phi Kappa Theta
NYFW Volunteer- Public Relations
YAI Summer Camp Volunteer- Marketing
Newark P.S. 557 Volunteer- Event Logistics

Skills & Certifications

Strategy:

- Creative Briefings
- Brand Positioning
- Scope of Work
- Brand Analysis
- Consumer Persona Development

Presentation:

- Campaign Pitches
- Story Structure
- Q&A moderation

Research:

- Consumer Decision Process
- Competitive Analysis
- Survey Building
- Focus Group Discussion Guides

Technical:

- PowerBI
- Keynote
- Databases (MRI-Simmons, Mintel, EBSCO)
- Google Analytics
- Google Ads
- Hubspot
- Facebook Marketing

Ask Me About:

- Why Gerri Kellman is my TV hero
- The month I spent in Rome studying propaganda and the Italian film industry
- What vinyl I have on my record player now

Professional Experience

Brand Strategist (Contract)

HBO Max

Dec 2021 – present | Remote

Independent Study (Graduate Thesis Application)
Ask: Reduce Churn

- Conducted primary and secondary research to understand HBO Max's current place in the streaming landscape and identify opportunity gaps
- Synthesized user behavior data and consumer trend analysis to generate strategy-driving insights
- Developed actionable creative concepts to improve user experience, then tested efficacy at reducing subscriber churn.

Brand Manager & Growth Strategist

21st&9th Consultancy

Jan 2018 – Mar 2020 | New York, NY

- Managed a client base of 24 bars and restaurants
- Developed insight-driven strategic executions that made noise with a 4.2% average CVR across digital platforms and experiential/event activations that doubled daily client sales
- Identified and monitored specific KPIs on SproutSocial, Hubspot, Google Analytics, and Ads for Facebook, to guide future strategy and to always better satisfy client needs
- Led a team of six creatives, responsible for design and execution of promotional materials

Content Director

WFIT Radio

Jun 2018 – Aug 2019 | New York

- Managed a team of 100+ to create content for 1500+ unique monthly visitors
- Led board meetings, supervised budgeting/logistics, and navigated FCC regulations
- Sold advertisements to 20+ local businesses during regular programming on a reoccurring basis
- Managed operations/logistics for public concerts and fundraisers around NYC

Artist Management & Marketing Intern

United for Opportunity (Indie Music Label)

May 2018 – Aug 2018 | New York

- Developed content for three artists, reaching over 15 million fans via digital marketing platforms
- Researched potential profitability of unsigned acts suitable for the label using qualitative and quantitative data
- Executed organic social media strategy for the UFO brand, engaging with 150k+ followers using Facebook, Youtube, Spotify, and Songkick.