

# RICK HANSEN

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## OBJECTIVE      **Advertising, Marketing, PR & Client Services Manager**

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### PROFILE

- ✓ Self-directed, conceptual and deadline-conscious professional with exceptional listening skills and a record as a logical thinker.
- ✓ Aesthetically-inclined, tactful and responsive to client needs when designing projects with expertise in:
  - Copywriting/Editing
  - Client Presentations
  - Layout & Design
  - Competitive Edge Development
  - Hands-on Mac Design
  - Coordination of Audience, Message & Medium
  - Project Scheduling
  - Marketing Objectives
  - Idea Generation
  - Creative Problem Solving
  - Resolving Client Concerns
- ✓ Skilled in Microsoft Word & Excel, Acrobat Writer/Reader, Adobe Pagemaker, WriteNow & Mariner, and translating PC to Mac files.

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### EDUCATION

SAINT XAVIER UNIVERSITY, Chicago, Illinois  
**MBA – Marketing, 12/2006** – 3.71 GPA  
**BA – Liberal Arts, 5/2004** – Cum Laude

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### EXPERIENCE

HARVARD OAKS ENTERPRISES, INC., Chicago, Illinois      **12/2001-Present**  
**Senior Consultant**

**Visual Communications:** Responsible for designing visually appealing, eye-catching and organized marketing tools customized to meet client goals.

**Marketing & Business Development:** Devise and execute strategies to promote this 25 year-old full-service consulting and design firm utilizing branding, line extension, sales promotion and copywriting skills.

- Meet and strategize with clients to determine professional goals, identify marketing objectives, define project scope and prepare job estimates.
- Perform detailed interviews and in-depth research to understand each client's business and competitive edge; determine format and direction best fit to meet design challenges.
- Visualize, plan, research, develop and produce a wide array of client projects, including business cards, news releases, proposals, forms, pamphlets, postcards, presentations, brochures and flyers.
- Develop project/schedule timeframes; direct, coordinate and execute projects with sensitivity to client deadlines and project requirements.
- Ensure quality control in all production stages; generate ideas and provide alternative formats and other ways to solve challenges.
- Work closely with clients to review proofs, accept client changes and deliver finished products in both printed and electronics formats.
- Serve as resource for other branches to train new consultants, meet critical deadlines and assist with creative development.

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# RICK HANSEN

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## HARVARD OAKS ENTERPRISES, INC.

**Senior Consultant** ... continued

### *Highlights:*

- ➔ Tripled the number of referrals and increased repeat customers 150% by increasing customer satisfaction levels: studied industry publications, developed marketing skills and built a successful referral program.
- ➔ Designed the company's first-ever marketing plan to assess the marketing environment and plan activities to achieve goals.
- ➔ Established regional brand recognition through design and utilization of banners, auto magnets, website copy and yellow pages advertisements.
- ➔ Analyzed buying trends and developed service packages that promoted business strengths while improving performance of weaker products.

## STAFFING RESOURCES, INC., Bridgeview, Illinois

10/1999-9/2001

### **Staffing Consultant**

Specialized in matching clerical and light industrial applicants with job openings at client locations. Led presentations to employers and developed long-term relationships.

### *Highlights:*

- ➔ Launched a follow-up campaign for older accounts to re-assess needs, resulting in many new orders and re-activated accounts; program was implemented company-wide.
- ➔ Selected for several key account assignments, such as recruiting events, at Sears Logistics and World's Finest Chocolate.

## AMC/LOEWS THEATERS, Hillside, Illinois

4/1997-6/1999

## TIVOLI/CLASSIC CINEMAS, Park Forest, Illinois

7/1996-4/1997

### **Theater Manager**

Supervised daily operations and 20+ multi-level staff at several multiplex theaters. Interviewed, hired and trained a team of top performing personnel. Developed and implemented cost controls without sacrificing service quality.