

# RICK HANSEN

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## PROFILE

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**Marketing Communications Specialist** with 7+ years of progressive experience providing marketing services for specialized clients.

- ➔ Record of making significant procedural, pricing, product and service improvements.
- ➔ Exceptional assessment, writing, organizational and verbal communication skills.
- ➔ Successfully leads up to 20 staff in a team building and decision making capacity.

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## EDUCATION

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SAINT XAVIER UNIVERSITY, Chicago, Illinois  
**MBA: Marketing Concentration – 3.71 GPA**  
**BA: Business Administration – Cum Laude**

**December 2006**  
**May 2004**

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## PROFESSIONAL EXPERIENCE

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### SENIOR WRITER

**2001 to Present**

Harvard Oaks Enterprises, Inc., Chicago, Illinois

**Marketing & Business Development:** Devise and execute strategies to promote this 25 year-old full-service career development firm utilizing branding, line extension, sales promotion and copywriting skills. Tripled the number of referrals and increased repeat customers 150% by increasing customer satisfaction levels: studied industry publications, developed marketing and writing skills, and established a successful referral program.

- Develop and execute various marketing initiatives, e.g., website copy, invoice pricing, direct mail campaigns, press releases and guerilla marketing, as well as internal communications, event planning and customer loyalty programs.
- Execute numerous public relations initiatives: lead workshops, classes, coaching booths at job fairs and seminars at community centers ... requiring relationship development and networking with business owners and community officials.
- Compile weekly reports to track where customers live, how much is spent, and items purchased to continuously improve products and marketing activities.

**Writing & Career Services:** Full and autonomous responsibility for providing writing/design services, i.e., résumés and letters, as well as job search coaching for clients ranging from Students to CEO's within many diverse industries.

- Research, monitor and analyze trends in jobseeker strategies; design and build multi-layered campaigns featuring customized written tools and networking programs for each client to compete in a rapidly changing marketplace.
- Visualize, plan, research, develop and produce a wide array of client projects, including business plans, sponsorship proposals, grant proposals, memos, letters, brochures and flyers.

**[REDACTED]**

- ✓ Designed the company's first-ever marketing plan to assess the marketing environment, establish goals and plan activities to achieve those goals.
- ✓ Established regional brand recognition through design and implementation of banners, auto magnets, website copy and yellow pages advertisements.
- ✓ Analyzed customer buying trends and developed service packages that promoted business strengths while improving the performance of weaker products.
- ✓ Achieved substantial spikes in sales volume by contributing to published articles in The Star Newspaper and Daily Southtown.

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# RICK HANSEN

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## PROFESSIONAL EXPERIENCE

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### SENIOR CONSULTANT

1999 to 2001

Staffing Resources, Inc., Bridgeview & Lyons, Illinois

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

H [REDACTED]

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

### MANAGER

Loews Cineplex Entertainment

1997 to 1999

ASSISTANT MANAGER Tivoli Enterprises Inc.

1996 to 1997

Supervised daily operations and 20+ multi-level staff at several multiplex theaters.

H [REDACTED]

- ✓ Interviewed, hired, trained and directed a team of top performing personnel.
- ✓ Developed and implemented cost controls without sacrificing service quality.

## AFFILIATIONS

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- > Accredited Employment Law Professional – American Staffing Association
- > NSHMBA (National Society for Hispanic MBA's) – Event Volunteer
- > Women For Hire – Event Volunteer
- > Volunteers For Careers – Helping Victims of Hurricane Katrina & Other Disasters

## COMPUTER SKILLS

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- > PC – Windows, Microsoft Office & Numerous Peripherals
- > Macintosh – Mac OS9/OSX, Appleworks, WriteNow & Mariner
- > Adobe Distiller, Reader & Pagemaker
- > Internet – Explorer, Safari & Firefox

## PERSONAL

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- > Project and goal-oriented; strong decision making skills; a natural leader.
- > Devoted animal lover; volunteers at animal shelters; PAWS fundraiser.
- > Passionate about writing rules and punctuation; Apostrophe Protection Society member.
- > Strong interest in technology; easily learns new systems/gadgets; a “Mac person.”