

Isabelle J. Hansen

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Education

M.S Business, Branding- Creative Brand Management

The Brandcenter at VCU

Richmond, VA

cum laude

Live Clients Include: Amazon Music, Nike, iHop, Bloomingdale's, Uber

B.S. Business- Advertising and Marketing Communications

Fashion Institute of Technology

New York, NY

magna cum laude

PR Intern - New York Fashion Week

President - WFIT Radio

Tour Marketing + A&R Intern - UFO (indie record label)

Skills & Certifications

Technical

- Asana, JIRA, Trello, Airtable
- HubSpot, Sprout Social, MailChimp
- Adobe Creative Suite, Figma, Canva, Final Cut Pro
- Google Analytics, PowerBI, Tableau
- Prompt Engineering, GPT Playground, Midjourney
- Moz, SEMrush, Google Ads
- Microsoft Office, Google Suite

Strategy

- Brand Positioning, Consumer Persona Development
- Creative Briefs, Content Strategy and Planning
- Integrated Campaigns, Influencer Marketing
- RFP/SoW Writing and Evaluation

Creative & Communications

- Social Asset Design, Short-Form Video, Copywriting
- Website Design, Content Production, Editing
- Earned & Paid Media Management
- Client/Stakeholder Communication
- Cross-Functional Team Management
- Campaign Pitches, Persuasive Presentations
- Deck Design, Story Structure

Professional Experience

Sony Pictures Entertainment

Global Brand Management Specialist

Aug 2022 – Sep 2023 | Los Angeles, United States

- Led creative services and design teams in the development of global marketing assets, including social media content, short-form videos, and website elements. Directed the creation of 150+ unique assets for high-profile campaigns, ensuring cohesive brand messaging across platforms and increasing social engagement by 35%.
- Managed and optimized budgets and project timelines, successfully delivering innovative campaigns on time and within scope. Distributed the yearly budget strategically across all titles, setting aside just enough to introduce a "slush fund" to pull from as needed.
- Coordinated cross-functional teams, including creative, production, media, and analytics, to deliver integrated campaigns. that resulted in 50% Campaign ROI

HBO Max

Brand Strategist and Project Manager (Contract)

Dec 2021 – Jun 2022 | Remote

Ask: Reduce Subscriber Churn

- Led an in-depth research initiative, meticulously data-mining over 10,000 survey responses and conducting 48 focus groups to develop a comprehensive big-picture view of HBOMax consumers and segment key "churn-prone" audiences
- Overhauled brand messaging by leveraging strategic insights to clarify brand identity and reestablish the unique value proposition as top-of-mind
- Collaborated with designers, developers, and product managers to implement 20+ UX/UI improvements, designed to address consumer pain points and create an overall more pleasurable brand experience
- Crafted three innovative 360 creative campaigns tailored to each audience segment, seamlessly aligning with established strategic goals and positioning, resulting in a 15% reduction in churn during beta testing.

21st&9th Consultancy

Growth Strategist and New Business Lead

Jan 2018 – Mar 2020 | New York, NY

- Established the Small-Midsize Business division, handling all business development efforts with a focus on rapid expansion. Successfully pitched and secured 20+ hospitality clients within 18 months.
- Designed all creative assets, including social content, short-form videos, and promotional materials, while managing a team of six for day-to-day execution and measurement, achieving a 4.2% blended conversion rate
- Developed and implemented integrated marketing strategies, including SEO/SEM initiatives, leading to a 35% increase in organic search traffic
- Managed end-to-end project execution, overseeing client communications, budget oversight, and KPI tracking to ensure alignment with client business goals and maximize ROI
- Established and nurtured strong partnerships with key influencers, leveraging their reach alongside orchestrated event activations which surpassed daily revenue goals by 100% on average.
- Utilized analytics tools such as Google Analytics, PowerBI, Tableau, and Brandwatch to create and deliver comprehensive marketing reports, measuring campaign success and informing future strategies.