

ALIX HANSON

CONTACT

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MINNEAPOLIS, MN

SKILLS

VIDEO

- SONY Z150
- CANON 70D
- ADOBE PREMIERE
- AVID
- SCRIPTWRITING
- VOICEOVERS
- PRODUCTION

CONTENT

- AP STYLE
- COPYWRITING
- STRATEGY
- RESEARCH – SURVEY
MONKEY

EMAIL MARKETING

- CONSTANT CONTACT
- MAILCHIMP

PROJECT MANAGEMENT

- TRELLO
- BASECAMP
- ASANA

CMS

- WORDPRESS
- DRUPAL
- WIX

EXPERIENCE

SENIOR BRAND PLANNER

MYTHIC | FEB. 2022 - PRESENT

- Conducts discovery research on market trends, the target audience, best practices and competitors to provide strategic context and insights
- Monitors trends that may impact clients and establishes a clear point of view that relays implications and recommendations
- Identifies new business opportunities and helps lead the RFP response process, positioning Mythic as the best qualified agency to help the prospective client reach their business goals
- Leads a cross-functional social media action team responsible for promoting the agency on social media

BRAND PLANNER

RUSSELL HERDER | NOV. 2019 - FEB. 2022

ASSOCIATE BRAND PLANNER NOV. 2019 - MAY 2020

- Aligned the goals of the client with the needs of their audience
- Acted as the "voice of the consumer," by conducting research to ensure clients effectively reached their audience
- Monitored each campaign and identified opportunities to evolve and engage with target audiences

SCIENCE WRITER AND SOCIAL MEDIA SPECIALIST

NATIONAL OCEANIC AND ATMOSPHERIC

ADMINISTRATION | AUG. 2018 - NOV. 2019

- Interviewed NOAA scientists about environmental data and the latest developments in remote sensing
- Reported on compelling scientific advancements, including the recent marine heatwave and how shrinking Arctic sea ice presents a new national security threat for the U.S.
- Managed the @NOAASatellites social media platforms
- Developed a comprehensive social media plan for the COSMIC-2 satellite launch

MULTIMEDIA JOURNALIST

CIRCA | MAY 2016 - MAY 2018

- Reported, shot, edited and produced original multimedia stories on a variety of topics, including the environment, military and public health
- Shot and hosted Facebook Live shows all across the D.C. metro area and Virginia
- Hosted and produced Circa's "Did You Know" segment and a pilot of Circa's OTT show
- Wrote breaking news stories

WEB PRODUCER

FOX8 - WGHP | DEC. 2014 - MAY 2016

- Produced original content for the web
- Created original video content for social media
- Hosted and produced on-air web segment

EDUCATION

BACHELOR OF SCIENCE IN MASS COMMUNICATIONS

VIRGINIA COMMONWEALTH UNIVERSITY | 2009 - 2013

MAGNA CUM LAUDE, UNIVERSITY HONORS

MASTER OF SCIENCE IN BROADCAST JOURNALISM

NORTHWESTERN UNIVERSITY | 2013 - 2014