

NATALIE HANSEN

Creative Director

OVERVIEW:

Successful director with over 15 years of experience in creative development and consumer marketing.

Launched countless marketing campaigns and websites for consumer-facing brands in retail, lifestyle markets, entertainment, and technology.

Keen ability in bridging the gap between business strategies and consumer perception through exceptional creative executions.

EDUCATION:

California Institute of the Arts
San Jose State University
Fine Art and Graphic Design

SKILLS:

Mac OSX and PC proficient.
Photoshop, Illustrator, InDesign,
Quark, Acrobat, Fetch,
ImageReady, MS Office, FileMaker
Pro and MS Project

ONLINE PORTFOLIO:

creativehotlist.com/n-hansen2

CONTACT INFORMATION:

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CREATIVE DIRECTOR | PRINCIPAL. Steamed Artichoke Studio, San Francisco, CA

Creative Services, Marketing & Strategy Development 03-current

- Coordinate with cross-discipline teams to develop timely and cost-efficient solutions for clients
- Provide idea leadership and creative direction for traditional and interactive projects

SIGNATURE WINES: San Francisco.

Clients: SUNSET MAGAZINE, BETTER HOMES & GARDENS, SAN FRANCISCO CHRONICLE

Responsible for interactive advertising, integrated campaign development, print, and site development. Increased Sunset membership by 30% during the '06 holiday campaign. Individual email campaigns maintained a whopping 33% click through rate. As a member of the executive team, I regularly contributed to new business proposals and corporate strategy. Successfully pitched and won two new wine partners within 3 months of launching new sales kit creative.

QUESTUS. San Francisco.

Clients: NEW YORK POST, WILLIAMS-SONOMA, DISNEY

Creative direction for New York Post web site redesign project. Since the launch of the new site, the NYPost increased circulation by 7.6% (while all other daily organizations reported an average decline of -2.1%). Creative direction and interactive strategy for Williams-Sonoma corporate and West Elm's interactive end-of-year marketing plan.

SAATCHI & SAATCHI. Los Angeles

Client: LEXUS

Managed interactive and print integration

YAYA MEDIA INC. Los Angeles.

Clients: HEINZ, AOL, PFIZER, SAFEWAY, INTEL, MASTERCARD, WELLPOINT, MCDONALDS, CHRYSLER

Provided direction for all web and advergaming projects. Developed concepts and wrote creative briefs that outlined requirements for designers, production and technology teams. Conducted pitches and client presentations to Fortune 500 clients.

CREATIVE DIRECTOR. Sony Connect, Los Angeles, CA

Music Download Service. 1/03-1/05

- Established creative team from the ground up. Hired, mentored and provided direction to art directors, production designers and copywriters. Also developed a large freelance staff
- Successfully launched new Sony division through strong branding and marketing guidelines
- Managed and coordinated the production process from strategic creative briefs and mood boards to development to final delivery
- Led the team in the development of print campaigns, photo shoots, retail displays, packaging, banner ads, GUI for music store, and creative development for partner sites: United Airlines, McDonalds, eBay, Intel, ABC, and American Eagle

DIRECTOR OF ENTERTAINMENT ACCOUNTS. Xceed, Los Angeles, CA

Full Service Interactive Agency 4/01-3/02

CBS Entertainment, Los Angeles | CBS.com, New York | Universal Pictures

- Managed advertising efforts from P&L to strategy to final production
- Mentored a team of 8 project managers
- Produced online strategies for existing clients and developed pitch packages
- Recommended strategy that resulted in a 300% increase to site traffic for CBS.com
- Managed the development of 30 entertainment sites for CBS.com. Top sites included: Survivor, CSI, Big Brother, and The Amazing Race

DIRECTOR OF CREATIVE SERVICES & DEVELOPMENT. Sega, San Francisco, CA

Sega of America | Sega.com | Sega.net | Sega of Japan 3/00-4/01

- Oversaw and inspired a team of 34 (producers, designers, production and copywriters)
- Managed multiple creative agencies and technology partners including budgets and schedules
- Developed full scope of creative through all media: web development, print ads, banner ads, email campaigns and marcom materials. ZDNet referred to the site as "The most useful gaming site on the web"
- Established new creative and production process for internal teams
- Team became profitable within three months of new process and doubled each month thereafter

ACCOUNT DIRECTOR. Modem Media, San Francisco, CA

Interactive Advertising Agency 12/98-3/00

Sony PlayStation | The Industry Standard

- Successfully pitched and won Sony PlayStation and The Industry Standard web projects.
- Modem did not have a creative director at the time, therefore it was my responsibility to lead the team in creative development (this was the main factor in accepting the account position)
- Managed ad strategies, marketing campaigns and online identity guidelines

CREATIVE DIRECTOR. InfoGear Technology Corp, San Francisco, CA

Technology Developer for Consumer Devices. 2/97-1/99

Israel | Hong Kong | London | USA

- Established new creative vision, marketing messages and brand guidelines
- Launched new corporate identity through industrial design, photo shoots, print collateral, retail packaging, tradeshow booth and web site design
- Primary liaison for freelance designers and creative agencies
- Based on a strong product and brand position, the company was successfully sold to Cisco Systems. Start-up meets happy ending.

ACCOUNT DIRECTOR. NetSource (a Publicis company), San Francisco, CA

SR. ACCOUNT MANAGER Full Service Advertising Agency. 3/94-1/97

Fujitsu | CyberCash | KidSoft | Acer | Egghed

DESIGNER/ACCOUNT MANAGER. Viveros and Associates, Redwood City, CA

Marketing and Communications Agency for Video Game Industry. 3/90-3/94

Sega | JVC | Sony | Atari - Jaguar | Ocean of America | THQ | Konami | Namco