

Janice K. Hanson

OVERVIEW

More than 20 years of marketing and communications experience, including:

- › Writing, editing, and proofreading brochures, program books, press releases, and other publications
- › Promoting concerts and events through targeted strategies while maintaining brand identity
- › Graphic design, print production, project management, and advertising
- › Website management (winning two awards), email newsletter, blogging, and social media
- › Photography, media and public relations, and event management
- › Fluent in French with Bachelor's Degree in French/Linguistics from Middlebury College, Vermont

PROFESSIONAL EXPERIENCE

JK HANSON WORDCRAFT, Rochester, New York

jkhansonwordcraft.com

Freelance Proofreader, Copy Editor, Blogger, and Marketing Professional January 2012–present

- › Proofread and edit program books, marketing brochures, websites, print ads, travel guides, annual reports, and training manuals for clients including nonprofit organizations, ad agencies, and marketing firms.
- › Current and past client list includes: New Jersey Symphony Orchestra, Partners + Napier, Roberts Communications, The Marketing Collaborative, Brandtatorship, Rochester Philharmonic Orchestra, Insight Solutions Research LLC, Memphis Symphony Orchestra, Hillside Family of Agencies, Jewish Senior Life, Spring For Music Festival at Carnegie Hall, Clark CSM Marketing Communications, George Eastman House, Greentopia Festival, Friends of the GardenAerial, Canfield & Tack, Rochester City Ballet.

ROCHESTER PHILHARMONIC ORCHESTRA, Rochester, New York

www.rpo.org

Manager of Marketing & Electronic Communication

December 2007–November 2011

Assistant Director of Marketing & PR

October 2003–December 2007

- › Write, edit, proofread, and coordinate print production for annual program book (through April 2011)
- › Maintain organization's website, including total site redevelopment in August 2006. Site won two *Rochester Business Journal* "Best of the Web" Awards in 2007. In 2009, Adaptistration.com ranked the RPO website in the **top 10 of orchestra websites nationwide**.
- › Write, edit, design, and produce weekly email newsletter
- › Write stories for RPO blog and postings on Facebook and Twitter
- › Coordinate print advertising, direct mail production, and other graphic design projects
- › Write press releases; contact media for coverage, set up media interviews (through March 2004)

FLYNN CENTER FOR THE PERFORMING ARTS, Burlington, Vermont

www.flynncenter.org

Marketing/Design Associate

August 1992–November 2002

- › Write, edit, proofread, and coordinate print production of annual program guide, bimonthly calendar of events, season subscription brochure, direct mailers, press releases, and other marketing materials.
- › Design print advertising, large-scale posters, direct mailers, and education brochures
- › Develop and implement marketing plan to promote FlynnArts education program
- › Coordinate ad sales for annual 64-page program guide, generating \$50,000 of income
- › Design and paste-up advertising layout for annual program guide
- › Coordinate event promotions with radio stations and arrange media interviews

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GOLDEN LINK FOLK SINGING SOCIETY, Rochester, New York

www.goldenlink.org

Concert Chair (*volunteer position*)

January 2012 to present

- › Run the monthly concert series, including booking artists, negotiating fees, setting ticket prices, organizing night-of-show volunteers, making stage announcements, and artist hospitality. Also write promotional copy for website and a folk music blog on Democrat and Chronicle website.

Festival Artistic Director (*volunteer position*)

October 2014 to present

- › Book artists for the annual Turtle Hill Folk Festival and manage artist hospitality and workshop schedule.

Community Concerts Chair (*volunteer position*)

January 2010–December 2011

- › Organize quarterly member showcase concerts and other community outreach.

CHAMPLAIN VALLEY FESTIVAL, Burlington, Vermont

President of Board of Directors (*volunteer position*)

November 1998–November 2002

- › Coordinate logistics and site layout; serve on artistic selection committee; supervise staff including production, vendors, volunteers, fundraising, etc.; and run board meetings.

Marketing Coordinator (*volunteer position*)

January 1995–November 2002

- › Create full marketing campaign and budget for annual festival and produce print ads, promotional flyer, program guide, and press releases. Coordinate media coverage. Photograph festival.

COMPUTER SKILLS

Microsoft Office Suite, Quark Express (Mac), Microsoft Publisher, Adobe Photoshop, Adobe Acrobat, Adobe PageMaker (PC), Basic HTML, Dreamweaver, Blackbaud Raiser's Edge, and Paciolan.

EDUCATION

MIDDLEBURY COLLEGE, Middlebury, VT, February 1988

- › Bachelor of the Arts in French and Linguistics; *Phi Beta Kappa*, *Summa Cum Laude*
- › Year Abroad: Middlebury College School in Paris and Université de Nanterre, Paris, France
- › Copy Editor for weekly student newspaper: typeset, proofread, edited, and wrote articles
- › Transferred from Keene State College, Keene, NH; English major, with 3.89 GPA

MILFORD AREA SENIOR HIGH, Milford, NH, high school diploma, 1983

COMMUNITY ACTIVITIES/INTERESTS

- › **Board Member**, Rochester Professional Consultants Network – June 2013 to May 2015; also editor of monthly email newsletter, December 2012 to present
- › **Member**, Golden Link Folk Singing Society, Rochester, New York – December 2002 to present
- › **Leader**, Linden Mountain Dulcimer Gathering, Rochester, New York – July 2004 to present
- › **Member**, Rochester Ukulele Group at Bernunzio's Uptown Music – October 2009 to present
- › **Student**, Advanced French Conversation class, Nazareth College – October 2003–November 2009
- › **Assistant Producer of *Switchboard***, a weekly public affairs radio program, Vermont Public Radio, Colchester, Vermont – December 1988–June 1996
- › **House Captain**, Flynn Theatre, Burlington, Vermont – Sept. 1991–June 1993; **Usher**: Sept. 1988–June 1991