

STAN HANSEN

MARKETING SPECIALIST | CHICAGO

CONTACT



773-896-7129



staned1@yahoo.com



linkedin.com/in/stanhansen

SKILLS

Retail Brand Creation

Marketing Project Management

Retail Marketing and Promotions

Graphic Design

Food and Event Photography

Food Costing

Budget Management

Email Marketing

Social Media Management

Search Engine Optimization

EDUCATION

MASTER'S DEGREE

Business Administration

Marketing Concentration

Southern Illinois University

Carbondale

12/2004

BACHELOR'S DEGREE

Economics

Marketing Minor

Southern Illinois University

Carbondale

12/2002

PROFILE

Marketing Manager with 13 years of professional experience in the hospitality industry. I hold a Masters of Business Administration with a concentration in marketing. I have been directing the marketing efforts for multi-million dollar food service organizations for the last 9 years.

PROFESSIONAL EXPERIENCE

SENIOR MARKETING SPECIALIST

Sodexo Sports & Leisure | 12/2014-Present

- Developed the marketing for Chicago area cultural destinations including the foodservice and catering at the Shedd Aquarium and Museum of Science and Industry.
- Managed the marketing budgets for over \$30+ million in foodservice contracts including ad placements, ad contract negotiation and marketing optimization.
- Designed monthly national promotion campaigns for the leisure division, executed at the local level.
- Worked with client marketing teams collaboratively to execute marketing campaigns in national publications.
- Set up metrics and tracking for digital marketing assets to create efficiencies.
- Developed national social media strategy for matrixed environment client accounts.
- Performed as food and event photographer for the district, incorporated photos into marketing collateral.
- Launched 3 websites using project management and working with web and design vendors. Incorporated coding and Dreamweaver skills to edit and collaborate on multiple websites.
- Designed all marketing materials for multiple accounts using Adobe Creative Suite including InDesign, Illustrator and Photoshop.
- Launched retail brands for the food service for cultural destinations.
- Authored marketing plans for multiple RFP proposals.

MARKETING MANAGER

Chartwells Higher Education at DePaul University | 2/2010-11/2014

- Created and designed all marketing materials and programming for \$10+ million foodservice operation in Chicago.
- Directed marketing efforts for regional university foodservice accounts.
- Developed multi-level marketing campaign to drive sales through both mandatory and voluntary meal plan sales.
- Developed DePaul University senior internship program and managed interns.
- Created social media brands for DePaul Dining.
- Developed and managed 13 separate brand identities and signage packages for retail locations.
- Proposal development for 5 bids including successful win on \$11 million dollar food service contract.

STAN HANSEN

MARKETING SPECIALIST

CONTACT



773-896-7129



staned1@yahoo.com



linkedin.com/in/stanhansen

TECHNICAL SKILLS

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Dreamweaver (CSS + HTML)

Microsoft Excel

Microsoft PowerPoint

MailChip | Constant Contact

Xibo menu board system

CaterEase | CaterXpert |
CaterTrax

Google Analytics

CERTIFICATIONS

SERV SAFE MANAGER
EXPIRES 8/2020

SERV SAFE FOOD
HANDLER
EXPIRES 10/2017

AWARDS

SODEXO SPIRIT OF
SODEXO GOLD AWARD

2 TIME CATERSOURCE
ACE AWARD WINNER
(5 TIME NOMINEE)

PROFESSIONAL EXPERIENCE CONTINUED

SELF CONTRACTOR

Brown Egg Marketing | 8/2009-1/2010

- Started my own company aimed at helping the marketing needs of small businesses focused in the food & beverage industry.
- Created websites, brochures, magazine ads, email blasts and logos for small business clients.
- Used Photoshop, Illustrator, Dreamweaver, InDesign and hand coding of CSS, JavaScript and HTML in order to produce websites.
- Implemented custom designed WordPress system for several clients seeking more control of their website.
- Used Hootsuite to manage Twitter & Facebook marketing including ReTweets, Mentions, Keyword Research and scheduling of future tweets.

DIRECTOR OF DROP OFF CATERING

Food For Thought | 1/2009-8/2009

- Provided strategic management to the launch of the casual catering division.
- Launched from inception (pre-name) to operating division in under 3 months.
- Created the division website using CSS, JavaScript, CGI Scripts, FTP and Dreamweaver.
- Used Google Analytics to analyze website traffic data to increase sales effectiveness.
- Used SEO/SEM techniques to create keyword optimized landing pages to increase Google Quality Score.
- Used Photoshop CS4 and Illustrator CS4 to design user interface.
- Created two different brochures for drop off catering division.
- Created dynamic spreadsheets that outlined gross profit, net profit, food cost, labor cost and packaging cost for all items on the drop off catering menu.

DIRECTOR OF MARKETING

Greg Christian Catering | 6/2006-1/2009

- Managed marketing projects with competing deadlines and varied target audiences and goals for both Greg Christian Catering and Get Me Greg's Catering, a \$4+ million catering business.
- Created and executed targeted event marketing "mini brands" for Greg Christian Catering open houses with accompanying microsites.
- Responsible for analyzing and implementing the green and sustainability initiatives of the companies.
- Used Google Ad Words and Analytics to enhance sales and conversion rates for 3 separate brands.
- Launched GetMeGregs.com on time and under budget.
- Created websites for GregChristian.com, OrganicSchoolProject.org and GoGoOrganics.com home page using Dreamweaver.
- Cold called prospects to produce sales.

STAN HANSEN

MARKETING SPECIALIST

CONTACT



773-896-7129



staned1@yahoo.com



linkedin.com/in/stanhansen

EDUCATION

MASTER'S DEGREE

Business Administration
Marketing Concentration
Southern Illinois University
Carbondale
12/2004

BACHELOR'S DEGREE

Economics with
Marketing Minor
Southern Illinois University
Carbondale
12/2002

PROFESSIONAL EXPERIENCE CONTINUED

NATIONAL ACCOUNTS TECHNICAL RECRUITER

Sapphire Technologies | 7/2005-6/2006

- Used selling techniques in order to negotiate competitive salary rates with candidates.
- Placed candidates at the Fortune 500 companies Abn-Amro, Bank of America, Lockheed Martin and United Health Group.
- Achieved profitability rates as high as \$28 per hour and Gross Profit Margins as high as 30%.

MARKETING AND GRAPHIC DESIGNER

BoundlessGallery.com | 1/2005-5/2005

- Creation of original marketing material to promote a newly formed entrepreneurial company, which led to the landing of a high volume account.
- Integration of marketing and sales techniques to increase performance of BoundlessGallery.com.
- Helped drive new business by editing Smarty, PHP, and HTML pages for creation of new sales generating web pages.

GRADUATE ASSISTANTSHIP

SouthernTECH & the Southern Illinois Entrepreneurship Center | 1/2003-1/2005

- Authored competitive grant winning proposal leading to a \$30,000 award for a small business.
- Created Southerntech.org and Siecenter.biz websites.
- Creation of a brand for the Southern Illinois Entrepreneurship Center to give a tangible feel that would increase sales to clients.