

# STAN HANSEN

DIRECTOR OF MARKETING | CHICAGO

## CONTACT



773-896-7129



stan@stanhansen.biz



linkedin.com/in/stanhansen



www.stanhansen.biz

## SKILLS

Retail Brand Creation

Marketing Project Management

Retail Marketing and Promotions

eCommerce

Graphic Design

Brand Marketing

Google Analytics and AdWords

Facebook Ads

Brand Marketing Strategy

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 14 years of digital marketing experience in the hospitality industry, responsible for leading growth-marketing special events and retail food service for cultural icons. I develop and implement digital marketing campaigns for special event lead generation, organic growth and brand reputation building.

## PROFESSIONAL EXPERIENCE

### SENIOR MARKETING SPECIALIST

Sodexo Sports & Leisure | 12/2014-12/2020

- 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 paid media strategy, ad placements, ad contract negotiation and marketing optimization.
- Used CRM data along with custom-built ad hoc reports to monitor marketing campaign performance.
- Created branded events at the Shedd Aquarium for lead generation and brand reputation building. Created segmented email marketing strategy for each event.
- Set up metrics and tracking for digital marketing assets for campaign optimization. Built campaign performance reporting metrics for the quarterly business review.
- Developed national social media strategy for the Sports & Leisure division.
- Worked with venue marketing and IT teams to optimize landing pages to enhance SEO.
- Launched 4 websites using project management and working with web and design vendors. Incorporated coding and Dreamweaver skills to edit and collaborate on multiple websites. Utilized SEO strategies to enhance Google ranking.
- Designed all marketing materials for multiple accounts using Adobe Creative Suite including InDesign, Illustrator and Photoshop.
- Produced and edited videos using Adobe Premier Pro.

### 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 food service internship program and managed interns.
- Created social media brands for DePaul Dining using Hootsuite, incorporating Facebook ads.
- Proposal development for 5 bids including successful win on \$11 million dollar food service contract.

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## 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

SERV SAFE FOOD  
HANDLER

CICERONE  
EXPLORE BEER

## AWARDS

SODEXO SPIRIT OF  
SODEXO GOLD AWARD

3 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.

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## 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

- 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.