

Susan Hanson

Professional Writer and Editor

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susanhansonwriter.com

NOTABLE ACHIEVEMENTS

- Created and produced the Coin Trick podcast, which reached top 3 percent of downloads in first month.
- Crafted award-winning direct marketing campaign that drove an 18 percent increase in lead generation.
- Boosted Coin Trick website traffic by 64 percent using effective SEO techniques.
- Supervised high-performance creative teams in deadline-driven environments.

KEY COMPETENCIES

Persuasive B2C/B2B copywriting. • Copyediting and proofreading. • Product branding/positioning • Scriptwriting
Project management • Interviewing • AI content editing • SEO optimization • Research-based website copy

EXPERIENCE

Copywriter, Creative Team *Virtuoso, Seattle, WA*

June 2024 to present

Conceptualize and write B2B email marketing campaigns, digital ads, and website landing pages. Edit and proofread scripts, social media posts, case studies, PowerPoint presentations, and AI-generated content.

Brand Copywriter, Seabourn (Remote) *CGC Group, Inc., Plantation, FL*

May 2021 to April 2023

Generated engaging content for a spectrum of print and digital channels, including consumer and trade websites, emails, brochures, and trade publications.

Writer/Editor at Large *Bellingham, WA*

August 2002 to present

Consistently deliver crisp, compelling copy for brands mighty and small in myriad industries. Collaborate closely with design/strategy teams to ensure seamless integration of brand messaging. Clients include Holland America Line, Windstar Cruises, Marvin Windows, Oculus, Inc., and DDB Seattle.

Editor, Voyage magazine *Virtuoso, Seattle, WA*

March 2000 to August 2002

Composed editorial content and managed all aspects of production for national luxury travel magazine with 125,000+ distribution. Implemented style guidelines across company communication channels.

RELATED EXPERIENCE

Owner/Founder *Full Potential Media, Bellingham, WA*

May 2020 to present

Own and operate an audio-production company creating original podcasts designed to entertain, educate, engage, and empower listeners. Develop original content for company and podcast websites, blog and social media.

EDUCATION

Bachelor of Arts, English Literature *University of Minnesota, Minneapolis, MN*

Inducted as a College of Liberal Arts Alumni of Notable Achievement, 2008.