

CORY M. HANCE
SENIOR COPYWRITER
hancecreative@gmail.com • coryhance.net • 312.714.8527

Advertising and marketing professional with over 10 years of experience. Proven experience concepting and executing campaigns for Blue Chip consumer and industrial brands in all channels. Experienced in healthcare-related, business-to-consumer and business-to-business communications.

RELEVANT WORK HISTORY

Senior Copywriter – Freelance, CDK Global, Hoffman Estates, IL

Sept. 2016- – Present

B2B Copywriting, creating concepts and writing for all channels: web content, digital ads, blogs/whitepapers, social media campaigns, print campaigns, trade show themes and materials. Write video scripts and provide voiceover talent. Helped develop the current company brand guidelines and brand identity for a new offshoot company. Collaborate with vendor agencies on campaign concepts and deliverables.

Voiceover Talent, Chicago, IL

2016 – Present

Provide voiceover talent for corporate promotional and informational videos, eLearning, TV/radio ads, video games, and audiobooks. Operate professional recording studio. Clients include: Hyundai, CDK Global, Acclaim Media, PixelGenio, Clarion Technologies, Miller Brewing, Chicago-area nonprofits.

Freelance Copywriter & Creative Consultant, Chicago, IL

1998 – Present

Participate in advertising, marketing and publishing projects in all channels. Experienced in brand/campaign creation and initial concepting, as well as new-business pitches. Cultivate business relationships and conduct sales and billing activities. Recent work includes:

- **Acclaim Media:** writing scripts for instructional and promotional videos for clients including NALCO, Sta-Bil and Northstar Aerospace, G&D Integrated Logistics
- **Motorola, 12/14 – 5/16: Contract copywriter and content strategist.** Helped establish new writing style guides and glossaries. Wrote day-to-day Motorola.com promotional content and participated in multiple new product launches.
- **Other recent clients include:** Avenue, Inc. (Hospira Pharmaceuticals), Medline, Plan B (Optima Insurance, Jaguar, Volvo, Oakwood, Mather Lifeways), Harter Investment Strategies, Havas Worldwide (Citibank), Simple Truth (Aon Hewitt, Allstate, Adler Planetarium), Beam Global Spirits & Wine.
- Knowledgeable in the legal/regulatory requirements of pharmaceutical, transportation, and spirits/beverage advertising and marketing

closerlook, inc., Chicago, IL

Writing Director July 2011 – Oct 2012

Developed and executed digital marketing programs targeted at healthcare professionals for pharmaceutical companies including Takeda Pharmaceuticals U.S.A., Inc. and Novo Nordisk. Worked with clients to take projects through complex regulatory, medical and legal approval processes.

- Co-developed iPhone and iPad apps for patients and pharmaceutical sales forces
- Wrote scripts and participated in the production of educational videos
- Helped plan and execute consumer relationship marketing (CRM) email and direct-mail programs.
- Wrote promotional pieces and project case studies for use on the company website and during sales presentations

CORY HANCE RESUME, PAGE 2

Fathom Communications, Chicago, IL

Sr. Copywriter Sept 2010 – July 2011

Developed business-to-business advertising and marketing initiatives for Navistar transportation brands including International Trucks, CAT, IC Bus and several recreational vehicle brands.

- Wrote promotional video and TV spots, participated in video shoots and voiceover recording sessions
- Developed and wrote promotional pieces for trade shows
- Maintained technical knowledge to write sales brochures for trucks and industrial machinery for foreign markets

Digitas, Chicago, IL Apr 2007 – June 2010

Copywriter

Concepted, wrote and storyboarded website experiences, animated banner ads, and promotional videos for clients including Miller Lite, Miller Genuine Draft, MGD 64, GM, Disney, Nokia and Planters Nuts.

- Led creative group brainstorming sessions and presentations to creative directors and clients
- Helped edit video projects and direct voiceover recording sessions. Recorded original music for use in interactive web experiences

Wirestone, Chicago, IL

Copywriter July 2005 – Apr 2007

Contributed creatively and strategically to marketing efforts in all channels, with an emphasis in the digital space. Created campaign concepts, led brainstorming sessions, liaised with clients, co-designed multimedia and animated deliverables, composed & recorded commercial music.

- Concepted and storyboarded animated sales and promotional videos
- Helped spearhead internal communications initiatives for large corporations
- Managed and generated copy for monthly newsletters and CRM communications
- Clients included Motorola, Jim Beam and Apple

EDUCATION

Ohio University BS, 1994

E.W. Scripps School of Journalism. Specializations in English and Spanish.

PUBLIC SERVICE

Niles, IL Public Arts & Culture Advisory Board Member 2016-present

Board appointee tasked with helping the village of Niles provide cultural services, cultural outreach, and events. Consult with village officials about the community's marketing and branding efforts.