

Cory M. Hance

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Senior Copywriter & Creative Strategist

Award-Winning Campaigns | Healthcare, Tech & Consumer Brands | Video, Voiceover & AI Storytelling

Editorial-minded storyteller with 15+ years of experience shaping brand voice, messaging frameworks, integrated campaigns, and content strategy for healthcare, technology, financial, industrial, and consumer brands.

Core Expertise

- Brand Strategy & Campaign Development
- UX/UI copywriting
- Copywriting (B2B & B2C)
- Video Scriptwriting & Voiceover Production
- Generative AI & Creative Prompt Engineering
- Multichannel Marketing (Email, Web, Social, Print, Broadcast)
- Healthcare, Tech, SaaS, and Consumer Marketing
- Team Leadership & Mentorship
- Award-Winning Creative Execution

Professional Experience

The Aspen Group (TAG) – Chicago, IL

Senior Copywriter, Video & Voiceover Specialist | 2022–2026

Led messaging strategy, brand voice, and creative execution for Aspen Dental, ClearChoice, Motto Clear Aligners, WellNow Urgent Care, and TAG corporate brands.

- Spearheaded campaigns across email, social, digital, print, and broadcast, boosting patient engagement and brand consistency across 1,000+ locations.
- Developed doctor recruitment ad and CRM campaigns, increasing candidate engagement by over 40%.
- Worked with designers and developers to improve UX/UI across multiple brand websites.
- Scripted, directed, and produced TV commercials and videos, including the **2023 GDUSA Award-winning Aspen Dental Mission Video**.
- Developed brand books and internal communications that elevated alignment across multi-brand portfolios.
- Championed AI-driven creative processes, improving speed-to-market and campaign adaptability.
- Mentored junior writers and fostered collaboration across creative, digital, and clinical teams.

Hance Creative, LLC – Chicago, IL

Freelance Copywriter, Creative Consultant & Voiceover Producer | *Ongoing*

Deliver versatile copy, voiceover, and multimedia solutions for global clients across industries.

- **Protiviti – November 2025-March 2026:** Wrote the script and produced voiceover for an internal animated video for Oracle.
- Built campaigns and pitch-winning creative for brands including *BDO Global, Ridgecrest Regional Hospital, Nalco Water, American Hotel Register and Optima Insurance*.
- Narrated over 120 audiobooks and podcasts for leading publishers including Soundview, covering healthcare, business transformation, and lifestyle content.
- **Select consumer brand experience:** *Miller Brewing, Jim Beam/Beam Brands, Kellogg's, Bath & Body Works, Kraft Foods, Planter's, Disney, Walgreen's, Jaguar, Volvo, Title Boxing Club, Goodwill*
- **Select pharma brand experience:** *Takeda Pharmaceuticals, Novo Nordisk, Baxter, Hospira, SAVIS*

- **Select transportation brand experience:** *Navistar, International Trucks, CAT, IC Bus, Monaco (RVs)*
- **Select financial experience:** *Chase, Citi, State Farm, SAP, Allstate, AON Hewitt*

CDK Global – Hoffman Estates, IL

Associate Creative Director, Copy | 2016–2019

- Drove creative for SaaS and automotive B2B marketing, shaping campaigns across web, digital, trade shows, and print.
- Scripted and produced over 11 videos that strengthened CDK's position as a category leader.
- Developed brand identity and creative & copy guidelines for a new company division.

Motorola – Chicago, IL

Copywriter & Content Strategist | 2014–2016

- Built 2 new content style guides and glossaries, improving global brand consistency.
- Produced high-volume copy across web, social, and promotional channels for product launches. Affecting over 175 pages and 11 phone models.

Education

Ohio University – B.S. Journalism, English & Spanish specialization

Oakton College – Marketing Management coursework

Acting Studio Chicago – Training in acting & voiceover performance