

Cory M. Hance

hancecreative@gmail.com • coryhance.net • 312.714.8527

Advertising and marketing professional with over 15 years of experience

RELEVANT WORK HISTORY

Senior Copywriter - Aspen Dental, Chicago, IL; January 2022-present

- Compose engaging content for diverse channels: customer-facing, internal-facing, and recruitment communications, including email campaigns, social media, website copy, event materials, and print & digital ads.
- Develop concepts and establish brand voice for ad campaigns and industry events.
- Write scripts, direct voice-over sessions, and select video footage for TV commercials and internal videos.
- Mentor junior writers and contribute to team collaboration.
- Use Generative AI prompt engineering skills.

Freelance Senior Copywriter, Voiceover Actor/Producer - Chicago, IL; 1998-present

- Create advertising and marketing projects across various channels, including brand/campaign creation, concepting, and new-business pitches.
- Provide versatile script-writing and voice-over talent for corporate videos, eLearning, TV/radio ads, video games, and audiobooks.
- Notable clients include BDO Global, Ridgecrest Regional Hospital System, Designory, Cyti Clinics, Starnavi.io, MX Group, American Hotel Register, Acclaim Media, and various other tech, healthcare, e-commerce, and business consulting companies.

Associate Creative Director/Copywriter - CDK Global, Hoffman Estates, IL; 2016-2018

- Developed B2B copy and concepts for all channels in the automotive SaaS industry, including website content, digital ads, blogs/white papers, social media campaigns, print campaigns, and trade show materials.
- Provided voice-over talent and contribute to video scriptwriting.
- Played a key role in developing brand guidelines and identity for an offshoot company.

Copywriter and Content Strategist - Motorola, Chicago, IL; 2014-2016

- Developed new writing style guides and glossaries, ensuring consistency in promotional and e-commerce content for Motorola.com.
- Supported multiple successful new product launches.

Senior Copywriter - Plan B, Chicago, IL; 2012-2014

- Created impactful campaigns and copy in various channels for notable clients including Jaguar, Title Boxing Club, Optima Insurance, Volvo, Oakwood, and Mather Lifeways.

Writing Director - closerlook, inc., Chicago, IL; 2011-2012

- Developed and executed HCP-targeted digital marketing programs for pharmaceutical companies, including Takeda Pharmaceuticals U.S.A., Inc. and Novo Nordisk.
- Managed projects through complex regulatory and approval processes.
- Produced educational videos and developed iPhone and iPad apps.

Senior Copywriter - Fathom Communications, Chicago, IL; Sept 2010-July 2011

- Developed effective B2B advertising and marketing initiatives for Navistar transportation brands, including International Trucks, CAT, IC Bus, and recreational vehicle brands.
- Wrote and directed promotional video and TV spots.
- Maintained technical knowledge to create sales brochures for trucks and industrial machinery.

CORY HANCE RESUME – PAGE 2

Copywriter - Digitas, Chicago, IL; 2007-2010

- Conceptualized and crafted engaging content for websites, animated banner ads, and promotional videos for leading brands such as Miller Lite, GM, Disney, Nokia, and Planters Nuts.
- Led brainstorming sessions and presented ideas to creative directors and clients.
- Edited video projects and directed voice-over recording sessions.

Senior Copywriter - Wirestone, Chicago, IL; 2005-2007

- Developed impactful marketing initiatives across multiple channels, with a focus on the digital space, for renowned clients including Motorola, Jim Beam, and Apple.
- Created innovative campaign concepts, led brainstorming sessions, and collaborated with clients to deliver compelling multimedia and animated deliverables.
- Conceptualized and storyboarded animated sales and promotional videos to drive brand awareness and engagement.
- Spearheaded internal communication initiatives for large corporations, ensuring effective messaging and consistent brand voice.
- Managed and generated copy for monthly newsletters and CRM communications, driving customer engagement and loyalty.

EDUCATION

Ohio University

BS, 1994. E.W. Scripps School of Journalism. Specializations in English and Spanish.

Acting Studio Chicago; 2018-2019

Trained in acting and voice-over performance.