

# Frances Hanson

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## education

**B. S. IN ADVERTISING  
FLORIDA STATE UNIVERSITY**

MAY 2018

GPA: 3.3

TALLAHASSEE, FLORIDA

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## awards

**PATRICIA SIBLEY ENDOWED  
SCHOLARSHIP**

**FLORIDA STATE UNIVERSITY**

OCTOBER 2017

**THIRD PLACE**

**NATIONAL STUDENT ADVERTISING  
COMPETITION**

NATIONAL LEVEL

JUNE 2017

**FIRST PLACE**

**NATIONAL STUDENT ADVERTISING  
COMPETITION**

DISTRICT 4

APRIL 2017

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## skills

*PITCHING IDEAS, COLLABORATION, CREATIVE  
BRIEFING, MAKING SITUATIONAL PLAYLISTS,  
WRITTEN & VERBAL COMMUNICATION*

## employment

**ACCOUNT MANAGEMENT INTERN**

**OGILVY & MATHER**

JUNE 2017- AUGUST 2017

CHICAGO, ILLINOIS

- 1 of 2 full-time employees on a global business to business brand billing \$2 million with the agency.
- Wrote scopes of work that delineate exactly what a project will encompass for its cost.
- Composed point-of-view statements to pitch and defend our ideas to clients.

**INTERN**

**OPTIMUS**

MAY 2016 - AUGUST 2016

CHICAGO, ILLINOIS

- Assisted in the editing, audio mixing, color, graphic design, and finishing of TV spots for advertising agencies.
  - Maintained reception for building of 60 employees with anywhere from 20-30 guests a day.
  - Planned bocce ball tournaments with members of the industry that helped acquire new clients.
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## leadership & involvement

**VICE PRESIDENT**

**FSU AMERICAN ADVERTISING**

**FEDERATION STUDENT CHAPTER**

JANUARY 2017 - PRESENT

TALLAHASSEE, FLORIDA

- Leading bi-weekly meetings for 80 members.
- Securing hotel and managing its contracts for spring & fall trip for 100 students.
- Coming up with creative ways to encourage involvement while students are in school that will help them to be competitive within the industry.

**LEAD STRATEGIST & COPYWRITER**

**ARROWHEAD ADVERTISING TEAM**

JULY 2016 - PRESENT

TALLAHASSEE, FLORIDA

- Works on a team of 20 colleagues to build a fully integrated campaign at every level - including research, strategy, and creative executions.
- Formulated a cohesive and holistic strategy that adds intangible value to the brand.
- Pitched campaign at semi-finals to advance to national competition among 8 schools.