

jake hanson

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qualifications

Proficient with Adobe Creative Suite, including Lightroom, Photoshop, Illustrator, Indesign & Premiere Pro

Experienced in designing and building websites using Figma, Squarespace, Shopify and Wordpress

Experienced digital and analog photographer with a knowledge of natural and artificial lighting & HDR

Strong technical writer with experience creating professional & creative reports

Naturally inquisitive demeanor; capable of independent research; experienced communicator

employment history

Bogus Creative – Owner, Freelance Photographer & Web Designer [June 2015–Present]

- Lead strategy and develop impactful content to digitally define and elevate small & growing brands
- Design, build and modify modern websites, primarily on Shopify, Squarespace and Wordpress
- Produced and delivered over 200 portrait, product, lifestyle and event photoshoots

Collective Seven – Digital Creative Director *Contract [Aug 2017–July 2019]

- Worked to elevate digital experiences for small businesses in the Greater Seattle area, primarily focusing on web design, content marketing strategy, content creation and SEO optimization
- Designed or redesigned websites for over 20 clients in the span of two years
- Offered photography services for all clients

WAYWARD – Web Merchandiser / Marketing Specialist *Contract [Feb 2017–Aug 2018]

- Developed and managed the product information process required to publish online retail products
- Created and published over 100 brand landing pages, dozens of category pages, curated collection pages and over 3500 individual products
- Managed and created all digital creative content for web merchandising updates
- Photographed hundreds of products for website and various store events for web journal
- Helped to plan, promote and execute several in-store and remote marketing events
- Helped to source, edit and create a diverse selection of blog and social media content

Hayter Communications – PR Account Manager [July 2015–Mar 2017; Mar 2009–July 2012]

- Managed accounts: SONY, Ride Snowboards, Line Skis, Full Tilt Boots, BCA, Helly Hansen Workwear, Raleigh, Diamondback, Outdoor Tech, Beartooth Radio, Krochet Kids & POW Gloves
- Developed press kits, hosted tradeshow & deskside meetings, sought media partnerships, planned media trips and facilitated experiential communication between journalists and brands
- Monitored and tracked media successes, synthesizing data for reports and communication with in-house marketing teams and brand leadership.
- Designed and built company website and managed all content updates thereafter.

We Are Unicorns – Account Manager [Jan 2014–July 2015]

- Developed & managed social media content strategy for three primary clients [Holden Outerwear, POW Gloves and Spacecraft Collective]
- Designed and developed new eCommerce websites for each brand on Shopify platform
- Managed multiple teams of sponsored athletes and ambassadors
- Managed public relations strategy and outreach by developing press kits, networking with relevant media, attending tradeshow, and communicating brand updates to all parties

Coal Headwear – Marketing Specialist [July 2012–Sep 2014]

- Developed and deployed creative brand content for website, email and social media channels
- Grew Instagram account by 4800%+ and Facebook following by 1000%+.
- Sought out press opportunities with brand-relevant media partners, focusing on creative storytelling, product launches, seasonal collections and noteworthy ambassador updates
- Developed & managed a multi-genre ambassador program with over 50 individuals specializing in music, cycling and creative arts, in addition to the brand's existing snow sports network

Seattle Department of Neighborhoods – PR Coordinator [Feb 2010–May 2010]

- Coordinated media outreach for the City of Seattle, working on government funded projects such as the Neighborhood Matching Fund, the P-Patch program and Historic Preservation

POW Gloves / Bern Unlimited – Associate NW Sales Rep [May 2009–Feb 2010]

- Assisted local sales rep with direct and pre-order sales, product delivery and merchandising

EVO Seattle – Sales Associate / Receiving Coordinator [Oct 2007–June 2009]

- Managed the receipt of incoming products, managed warranty claims & special orders, and worked as a sales associate specializing in snowboard, skate, apparel, and wakeboard sales

volunteer experience

- **KEXP [2017–Present]**
Serve as a volunteer photographer to capture in-studio performance and sponsored events
- **Urban Artworks [2015–2016]**
Served as a volunteer photographer to showcase public art installations & fundraising events

education

- **Seattle Pacific University – Communication Studies, B.A**