

Janice K. Hanson

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SUMMARY OF QUALIFICATIONS

Extensive experience in marketing and communications, including:

- › Writing, editing, and proofreading program books, brochures, press releases, and other publications
- › Promoting concerts and events through targeted strategies while maintaining brand identity
- › Graphic design, print production, project management, and advertising
- › Website management (winning two awards), email newsletter, blogging, and social media
- › Photography, media and public relations, and event management
- › Fluent in French with bachelor's degree in French/Linguistics from Middlebury College, Vermont

PROFESSIONAL EXPERIENCE

JK HANSON WORDCRAFT, Rochester, New York

jkhansonwordcraft.com

Freelance Proofreader, Copy Editor, Blogger, and Marketing Professional January 2012–present

- › Proofread and edit program books, marketing brochures, websites, print ads, travel guides, annual reports, and training manuals for clients including nonprofit organizations, ad agencies, and marketing firms.
- › Current and past client list includes: Houston Symphony, New Jersey Symphony Orchestra, Partners + Napier, Roberts Communications, The Marketing Collaborative, Brandtatorship, Rochester Philharmonic Orchestra, Insight Solutions Research LLC, Memphis Symphony Orchestra, Hillside Family of Agencies, Jewish Senior Life, Spring For Music Festival at Carnegie Hall, Clark CSM Marketing Communications, George Eastman House, Greentopia Festival, Friends of the GardenAerial, Canfield & Tack, Rochester City Ballet.

THE HOCHSTEIN SCHOOL, Rochester, New York

www.hochstein.org

Marketing & Communications Associate

April 2016–March 2025

- › Write stories for Hochstein blog and create daily posts for social media platforms.
- › Write and distribute press releases and maintain online calendar listings.
- › Maintain Hochstein website.
- › Perform regular photo shoots for concerts and events and maintain photo libraries.
- › Gather content and design printed programs for student concerts.
- › Manage annual Hochstein at High Falls summer concert series featuring local musicians.

OTHER RELEVANT EXPERIENCE

ROCHESTER PHILHARMONIC ORCHESTRA, Rochester, New York

www.rpo.org

Manager of Marketing & Electronic Communication, previously **Assistant Director of Marketing & PR**

- › Write, edit, proofread, and coordinate print production for annual program book.
- › Maintain organization's website, which won two *Rochester Business Journal* "**Best of the Web**" Awards.
- › Write, edit, design, and produce weekly email newsletter; write stories for RPO blog and social media.
- › Coordinate print advertising, direct mail production, and other graphic design projects.
- › Write press releases; contact media for coverage, set up media interviews.

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FLYNN CENTER FOR THE PERFORMING ARTS, Burlington, Vermont

www.flynncenter.org

Marketing/Design Associate

- › Write, edit, proofread, and coordinate print production of annual program guide, bimonthly calendar of events, season subscription brochure, direct mailers, press releases, and other marketing materials.
- › Design print advertising, large-scale posters, direct mailers, and education brochures.
- › Coordinate ad sales for annual 64-page program guide, generating \$50,000 of income.

VOLUNTEER ACTIVITIES

GOLDEN LINK FOLK SINGING SOCIETY, Rochester, New York

www.goldenlink.org

Concert Chair

- › Run the monthly concert series featuring touring artists such as Judy Collins, Tom Paxton, and John McCutcheon. This includes booking artists, negotiating fees, setting ticket prices, organizing night-of-show volunteers, making stage announcements, and providing artist hospitality. Also write promotional copy for website and design monthly flyers.

MOUNTAIN RISE UNITED CHURCH OF CHRIST, Rochester, New York

Handbell Choir Director

- › Select music in coordination with the music director. Lead rehearsals and performances.

EDUCATION

MIDDLEBURY COLLEGE, Middlebury, VT

- › Bachelor of the Arts in French and Linguistics; *Phi Beta Kappa*, *Summa Cum Laude*
- › Year Abroad: Middlebury College School in Paris and Université de Nanterre, Paris, France
- › Copy Editor for weekly student newspaper: typeset, proofread, edited, and wrote articles
- › Transferred from Keene State College, Keene, NH; English major, with 3.89 GPA

MILFORD AREA SENIOR HIGH, Milford, NH, high school diploma