



KATE FRANSSEN- HANSEN

CONTACT

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White Bear Twp, Minnesota

SKILLS

- Innovative thinker
- Creative problem solver
- Sets and drives strategic vision
- Familiarity with the latest trends
- Team developer: Builds leadership capabilities

INTERESTS

- Travel
- Running
- Cooking
- Ballroom Dancing

PROFILE

I am an experienced Marketing Communication Specialist motivated to constantly develop my skills and grow professionally. I have a passion for brand management, strategic communications and event planning.

EXPERIENCE

MARKETING COMMUNICATION SPECIALIST

TSI INCORPORATED | APRIL 2017 - PRESENT

- Proactively work with third party ad agencies and vendors to place branding opportunities
- Capture and analyze new customer leads to support sales team

MARKETING COORDINATOR

MINNESOTA REALTORS | FEB 2014 - MAR 2017

- Proactively worked with internal departments, local associations and affiliates to align the business priorities and determine how to best leverage marketing strategies.
- Created and executed timelines for marketing campaigns.
- Developed social media strategies to increase following.

ADMINISTRATIVE ASSISTANT

WOLD ARCHITECTS AND ENGINEERS | SEPT 2013 - FEB 2014

- Possess understanding and knowledge relative to the daily management of budgets, data control and management, as well as internal/external communication.
- Coordinates and executes planning for all weekly, monthly, annual meetings and events.

INTERNSHIP EVENT PLANNER

N2 PUBLISHING | JAN 2014 - MAY 2014

- Established rapport with local restaurant managers to sell N2 Publishing trade of service at a restaurant review night, for a two page spread in the N2 publication.

EVENT SPECIALIST

HUBBARD BROADCASTING | AUG 2010 - AUG 2011

- Represented MyTalk 107.1 at numerous station events with a high level of customer service to the general public, clients and on-air talent.
- Organized event setup and take down for promotional appearances.

VOLUNTEER

VOLUNTEER SENIOR COORDINATOR AND AERIALIST

ST. PAUL BOUNCING TEAM | MAY 2009 - FEB 2014

ASSISTANT PHOTOGRAPHER, CHILDREN'S STAR GALA

CHILDREN'S HOSPITAL AND CLINICS OF MINNESOTA | APR 2014, 2015

EDUCATION

MA, STRATEGIC COMMUNICATION MANAGEMENT

UNIVERSITY OF CONCORDIA | 2010 - 2012

BS, MAJOR IN EDUCATION

UNIVERSITY OF ST. CATHERINE | 2006 - 2010