

# PIPER HANSEN



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## EDUCATION

University of Florida  
Bachelors of Science in Advertising

## SERIAL HOBBYIST Since 1998

- Skater, builder, biker, and tree hugging nature enthusiast
- Avid facer of fears. "Courage is not the absence of fear, but the triumph over it."

## RELEVANT EXPERIENCE

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### WHOLE FOODS BAKERY

3/2023 - Current

Team Member - I left the marketing field to further explore my passions, return to photography, and take a breather while I figured out my next steps. Now, after a year in the bakery, I'm ready to return to school and pursue a law degree.

- Prioritizes tasks and efficiently manages time to meet production standards
- Manages inventory levels to ensure sufficient stock, product standards, and freshness
- Consistently provides excellent customer service in a fast paced environment

### UST GEAR

3/2021 - 5/2022

Visual Content Producer then Associate Brand Manager

- Produced, filmed, and edited stories and product videos as well as product and lifestyle images
- Adhered to brand guidelines to ensure consistent messaging across multiple platforms
- Collaborated with stakeholders across departments to drive timely delivery of marketing campaigns, content projects, event activation planning, product launches on ustgear.com, and email strategies
- Built out ambassador strategy involving over 30 macro and micro-influencers through; budgeting, contract negotiations, campaign calendar communications, product orders, and daily ambassador support

### UNIVERSITY ATHLETIC ASSOCIATION - FLORIDA GATORS

1/2018 - 5/2021

Student Photographer

- Covered live events across multiple different sports at home and away
- Maintained proper asset management with meta data and file structure
- Organized and composed studio photo shoots of over 150 athletes and staff for print and digital marketing
- Trained new photographers each semester

### NATIONAL FOOTBALL LEAGUE - JACKSONVILLE JAGUARS

8/2018 - 12/2018

Live Content Corespondent

- Captured social media content for every home game of the 2018 season by following detailed shot lists and working with teams social media managers
- Managed many deadlines throughout the game, ensuring that content was ready for use within appropriate time frames
- Followed key players closely without neglecting the entire story