

# BJORN ANDREAS HANSON

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## WORK EXPERIENCE

### **Dow Jones, New York, NY, +1 800.369.5663**

*Engagement Associate*

**Aug 2017 - Jun 2019**

- Developed campaigns to augment member engagement with The Wall Street Journal
- Pinpointed and capitalized on key international media trends
- Launched omni-channel marketing campaigns to reach the right member via the right channel
- Compiled and analyzed detailed reports on the Journal's member base

### **CVLTV Studios LLC, New York, NY, +1 212.647.7171**

*Producer/Studio Manager*

**Jan 2017 - Aug 2017**

- Produced diverse video and photography projects
  - Served as first point of contact for clients and talent
  - Formulated and actualized production budgets
  - Hired and managed crews of up to 30 people
  - Developed detailed production and post-production calendars
  - Recent work: cvltproduction.com/portfolios
- Fostered a growing network of freelance talent through research and outreach
- Planned and executed external events within the studio space in accordance with client needs
- Produced commercial photography projects with more than 1000 unique images for major fragrance and cosmetics clients

### **French Institute Alliance Française (FIAF), New York, NY, +1 212.355.6100**

*Social Media Coordinator*

**Sep 2015 - Jan 2017**

- Directed all social media accounts under the organization's name
- Drove engagement and augmented audience size through content curation, community management, event activation, and consistent data analysis
  - Average Facebook post engagement increased by 350% from Aug 2015
  - Instagram followers increased by over 70% in the course of a year
- Developed diverse social media advertising campaigns on a defined budget
- Produced and distributed the institution's video content
- Keynote speaker on digital strategy at 2016 national Alliance Française conference

### **TV Only International, Paris, France, +33 (0)6 01 64 37 48**

*Production Assistant (6 month internship)*

**Jun 2014 - Dec 2014**

- Conceptualized and managed videos through pre-production, production, and post-production
- Worked with clients including Google, Armani, Universal Pictures, and The Travel Channel
  - View work: youtube.com/user/TVOnlyInternational

## EDUCATION

### **Kinoeyes European Movie Masters (Edinburgh Napier University), Edinburgh, UK**

*MA Film Production*

**Sep 2018 - Present**

### **Institut d'études politiques de Paris, campus euro-américain, Reims, France**

*BA Transatlantic Relations*

**Sep 2012 - Jun 2015**

## SKILLS

- French-C1 (Written and Oral Fluency)
- Experienced in Movie Magic, Hot Budget, Wiredrive, Shotgun, JIRA and Microsoft Office