



Steven M. Hanson

Associate Creative Director: Copywriting

For over 20 years, I've been a hands-on creative leader responsible for translating marketing objectives into compelling, high-impact strategies and storytelling across all media. My focus is strategic insight, clear communication, and the ability to drive integrated advertising campaigns from concept through production while fostering creative excellence.

Contact

Phone

(920) 917-3653

Email

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Location

Grafton, WI

Education

MFA

Columbia University
2007

BBA Marketing

UW-Madison
1998

20+ Years Hands-on Experience In:

Digital Marketing Strategy
Content Development
Storytelling
Digital Campaigns
Brand Strategy
Collaboration
Concepting
Scriptwriting
Video development
Mentoring
Presenting

Professional Experience

**2019 -
2025**

Kohler Co.

Associate Creative Director | Global Kitchen & Bath

- Led the development of comprehensive brand communication strategies for national and global product launches, driving successful market introductions
- Mentored and guided creative professionals (writers, art directors, designers) to foster their growth and development
- Nominated for multiple Spirit of Excellence Awards by directors, managers, and peers in recognition of creative excellence

**2010 -
2019**

Kohler Co.

Senior Copywriter | Global Kitchen & Bath and STERLING

- Developed core messaging and brand voice across marketing channels and media, including digital, social, CRM, video, broadcast, and print
- Collaborated cross-functionally with product, E-commerce, media, and marketing teams to execute high-visibility, digital-first campaigns
- Effectively presented and gained executive buy-in on communication concepts and strategies, ensuring alignment with business objectives

**2007 -
2010**

ImagineThat

Senior Copywriter & Strategist

- Developed the strategy and content plan for the inaugural Courvoisier CRM program
- Part of the team that won the IAC Best in Category for McDonald's Big Mac digital campaign
- Community Manager for EFFEN, DeKuyper, & Courvoisier Facebook Fan pages
- Launched Monster.com's first international email campaign

View My Work Here