

AARON-HANSEN.COM
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AARON HANSEN

A versatile entrepreneur and marketing expert, skilled in inspiring teams to achieve extraordinary results. With extensive experience in creative direction, team leadership, and brand development, I possess a unique ability to breathe life into captivating stories and transform brands through an entrepreneurial lens. Seeking an opportunity to leverage my 18 years of expertise, collaborating with global brands and top-tier talent, to drive growth and success for a dynamic organization.

EXPERIENCE

MAGNA OPERA GROUP – *FOUNDER & CREATIVE DIRECTOR*

New York City & Los Angeles | Jan 2013 – Present

- Founded and spearheaded a boutique marketing and creative services agency, specializing in the art, music, film, fashion, and sports industries.
- Drove agency revenue, averaging \$2 million annually (pre-covid), by securing partnerships with startup and Fortune 500 clients.
- Orchestrated high-level product collaborations, creating successful global partnerships across diverse sectors.
- Launched and grew a YouTube channel, achieving over 1.3 million views and 85k hours of watch time within a year.
- Facilitated brand identity projects for startups, aiding in securing \$175 million in Series A/B funding.
- Select Client List: Pepsi, Mtn Dew, Major League Soccer, Mark Seliger Studio, and renowned brands in the lifestyle industry.

COAT OF ARMS BROOKLYN | *OWNER & DIRECTOR OF BRAND MARKETING*

Brooklyn, New York | Feb 2014 – Jan 2019

- Revitalized and launched a men's lifestyle/skate boutique, significantly increasing retail sales from \$100k to \$750k over five years.
- Managed a cross-functional team, overseeing sales, marketing, e-commerce, and customer service.
- Initiated and managed brand partnerships with major labels like Levi's and Stussy, enhancing marketing impact and visibility.
- Directed creative and design efforts for a private label, contributing to 25% of the store's net sales.

KARMALoop.COM – *BUSINESS DEVELOPMENT & MARKETING SPECIALIST*

New York City | Dec 2011 - Jan 2013

- Developed and executed comprehensive marketing strategies, supporting top-grossing footwear and apparel brands.
- Collaborated with artists and brands to create impactful marketing assets, driving increased online and offline sales.
- Managed the production of branded video content, contributing to new revenue streams through effective media amplification.

BOUNDLESS NY – *BRAND MANAGER*

Brooklyn, New York | Oct 2007 - Nov 2011

- Successfully re-launched the e-commerce platform, resulting in a 120% increase in net income.
- Implemented a brand marketing strategy focused on experiential shopping, brand partnerships, and live events.

EDUCATION

CUNY - City University of New York

AREAS OF EXPERTISE

Advertising | Agency Management | Brand Marketing | Brand Partnerships | Business Development | Business Insights | Business Strategy | Client Retention | Content Creation | Content Development | Content Marketing | Content Strategy | Cross-Functional Leadership | Digital Marketing | Experiential Marketing | Global Brand & Product Marketing Strategies | Licensing | Marketing Analytics | Marketing Campaigns | Marketing Operations | Marketing Strategy | New Business Development | Social Media | Strategic Marketing | Strategic Partnerships | Strategic Planning | Team Leadership

TECHNICAL COMPETENCIES

Microsoft Office (Word, Excel, PowerPoint) | Apple Keynote | Google Suite | Adobe Creative Suite (Photoshop, Illustrator) | QuickBooks