

DAN HANRAHAN

Creative Director, agency leader, copywriter, runner - Past AWM Austin Agency Director of the Year

512.431.5134 danny.hanrahan@gmail.com

[Portfolio](#)

2920 Cohoba Drive Austin TX 78748

EXPERIENCE

CREATIVE DIRECTOR

GET CREATIVE

(a Gannett full-service ad agency | [Website](#))
2019-Present

Develop pre- and post-sale creative strategies for prospects and clients.
Creative strategies resulted in \$8.3 million in new, incremental revenue for Gannett in 2022.

STUDIO

(The Austin-American Statesman's full-service, in-house ad agency)
2014-2019

Built an in-house agency from the ground up. At our peak we comprised \$5 million in billings,
14 employees and 7 retainer clients.

OTHER AGENCY EXPERIENCE

Senior Copywriter, Hero Digital (formerly Bulldog Solutions)
Freelance Copywriter, Dan Hanrahan Writer
Business Development Manager, VML

SKILLS

Creative

Integrated campaigns, including OTT, digital, email print, social, TV, out-of-home

Branding

Full-process re-branding of numerous clients, from workshops to brand launches

Video

Broadcast, web, social, documentary

Web Development

WordPress sites, from content to launch

Leadership

Managed daily operations of and creative output for \$5 million, 14-person ad agency

Media

Strategy, planning, financial tracking

Strategy

Marketing plans, business requirements, UX development, social, apps

Copywriting, AI Prompts, Content

Copy and content management, ChatGPT+ proficiency

Marketing Communications

Collateral, email drip campaigns, newsletters, vendor/agency management

Brand Ambassador

Startup brand development, product launches

Web & Digital Management

Global portals, microsites, GA, CMS

Program Management

Online initiatives, special projects

AWARDS

17 Tellys, 6 Davies, 2 AWMs, 1 Addy, 1 INMA, 2 Killers, 3 Aces, 2 BtoBs, 1 Stevie, 1 Revvie, 1 Sherpa

VP Spotlight Award (Interactive Development), Spirit of Success, Director's Award

EDUCATION

MBA E-Business

University of Phoenix - 3.76 GPA

BS Journalism

Ohio University E.W. Scripps - Cum Laude

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