

# William J. Hank

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*Versatile, startup-savvy wordsmith and creative strategist with digital writing, editing, and marketing experience in e-commerce, technology, and pets. Seeking an environment with an array of creative challenges and opportunities.*

## PROFESSIONAL EXPERIENCE

### Digital Content Editor

*American Kennel Club*

New York, NY

2019-2020

- Created, assigned, wrote, and edited informative and entertaining articles, feature stories, and on-brand copy on dog training, health, grooming, breeding, behavior, products, history, events, and more for AKC website, newsletters, social media accounts, and marketing campaigns.
- Accepted as a member of the Dog Writers Association of America.

### Freelancer

*Waggle.org, Digital Trends, The Infatuation*

New York, NY

2019

- Wrote concise, compelling crowdfunding campaigns for pets in medical crisis for Waggle.org.
- Wrote daily curated posts, reviews, and roundups about deals on technology products for Digital Trends.
- Provided curated, real-time NYC restaurant, bar, and activity recommendations via text for The Infatuation.

### Copywriter/Content Manager

*Live XYZ*

New York, NY

2015-2019

- Wrote and edited UX copy including navigation, help and error text, labels, CTAs and more for location and event discovery mobile app, in collaboration with graphic designers and product managers.
- Collaborated in the development of brand identity through writing and editing emails, blog posts, in-app, marketing materials, spec ads, and a 22-page white paper on NYC space vacancy and turnover.
- Curated and managed content for database and map of over 500,000 locations across 20+ cities, including one-liners, descriptions, photos, event info, folksonomy, and search optimization on a custom-built CMS.

### Copywriter/Operations Manager

*Mouth.com*

Brooklyn, NY

2012-2014

- Wrote and edited copy for gourmet CPG digital marketplace including product descriptions, e-blasts, taglines, Facebook posts and gift package naming and curation while maintaining distinct brand voice.
- Designed and implemented scalable systems in pick-and-pack operations and managed day-to-day order fulfillment including shipping, inventory management, employee training, and other logistics.

### Creative Intern

*The Russell Agency*

Winston-Salem, NC

2012

- Assisted creative director and copywriters in creation of advertising and marketing concepts.
- Produced copy for national and local brands such as Hanes and Family Dollar across various mediums.

### Newsroom Intern

*WCBS-880 Radio*

New York, NY

2011

- Shadowed reporters covering news stories, press conferences, speeches and more.
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## EDUCATION

### Wake Forest University

*Bachelor of Arts in English, Minor in Journalism*

Winston-Salem, NC

2009-2012

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## ACTIVITIES

### Old Gold & Black

*Staff Writer/Editor*

Winston-Salem, NC

2009-2012

- Wrote and edited articles for the Wake Forest University newspaper, including a series of articles on the school's alcohol policies, ACC athletics coverage and a 1200-word profile of the VP of Student Life.
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## SKILL SETS

- Proficient in WordPress, Microsoft Office, Mailchimp, Contently, Asana, Airtable, Trello, Notion, Adobe InDesign, Photoshop, Sketch, Final Cut Pro, Burli, Shopify, ShipStation.