

# COLIN HANNER

## – PROFILE –

A journalist, editor, copywriter, and content strategist. In other words, a storyteller. For nearly a decade, I've worked with media companies, startups, Fortune 500 companies, nonprofits, and creative agencies to bring people's and brands' stories to life.

## PORTFOLIO

[COLINHANNER.COM](http://COLINHANNER.COM)

## CONTACT

[HANNERCOLIN@GMAIL.COM](mailto:HANNERCOLIN@GMAIL.COM)

## OTHER LINKS

[SUBSTACK](#)  
[MUCKRACK](#)  
[TWITTER](#)

## EXPERIENCE

### COLIN HANNER CREATIVE

#### FREELANCE WRITER & EDITOR (2019–PRESENT)

- Offering editing, copywriting, content strategy, article writing, and other content services.
- Current and past clients include MyFitnessPal, Hewlett–Packard, and Valent BioSciences, as well as several small tech startups (Unit, Canary, Kodda, and Procket).

### COLGATE–PALMOLIVE

#### SENIOR EDITOR & WRITER (2021–PRESENT)

- Leading innovation storytelling efforts for earned media opportunities.
- Steered the rollout of CP's [innovation website](#), a news-like website that chronicles behind-the-scenes R&D efforts.
- Worked with senior stakeholders to establish content strategy, and pitched, wrote and edited branded articles.

### BUILT IN

#### BRAND STUDIO EDITOR (2018–2021)

- Created and edited employer branding marketing–long–form articles, interviews, and landing page copy–for Fortune 250 companies and tech startups alike.
- Managed a staff of writers, created employer brand strategy for clients, and led the rollout of new editorial products.

View more of my experience on [LinkedIn](#).

## SKILLS

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|--------------------|----------------|
| ▣ COPYWRITING      | ▣ EDITING      |
| ▣ CONTENT STRATEGY | ▣ INTERVIEWING |
| ▣ PROOFREADING     | ▣ UX WRITING   |
| ▣ FACT-CHECKING    | ▣ GHOSTWRITING |

## EDUCATION

OHIO UNIVERSITY E.W. Scripps  
School of Journalism (2011–2015)