

CLINT HANSEN

Director of Marketing | Enterprise Brand Strategy | Marketing Communications Leader

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PROFESSIONAL SUMMARY

Strategic marketing and brand leader with more than 30 years of experience developing enterprise marketing strategies, strengthening organizational brands, leading cross-functional teams, and executing integrated communications across corporate, agency, and technology environments. Proven ability to partner with executive leadership to align marketing initiatives with business objectives, support multiple business units, and build consistent brand experiences that drive growth, employee engagement, recruiting, and customer loyalty.

Experienced directing enterprise branding, digital marketing, internal and external communications, event marketing, creative services, and marketing operations while managing high-performing creative teams and collaborating across decentralized organizations. Recognized for balancing strategic leadership with hands-on execution to deliver measurable business results, improve operational efficiency, and strengthen organizational reputation.

CORE COMPETENCIES

Enterprise Marketing Leadership

- Enterprise Marketing Strategy
- Marketing Leadership
- Multi-Company Marketing Support
- Executive Communications
- Organizational Branding
- Business Development Support
- Employee Engagement
- Strategic Planning

Brand Management

- Brand Strategy
- Brand Governance
- Brand Standards
- Visual Identity Systems
- Messaging Strategy
- Corporate Communications
- Internal Communications
- Reputation Management

Digital Marketing

- Website Strategy
- Digital Marketing
- Social Media Strategy
- Digital Advertising
- Content Marketing
- SEO
- Marketing Analytics
- Performance Measurement

Creative Services

- Creative Direction
- Marketing Collateral
- Photography
- Video Production
- Presentation Development
- Print Production
- Environmental Graphics
- Vendor Management

Marketing Operations

- Cross-functional Leadership
- Project Management
- Budget Planning
- Marketing Workflow Optimization
- Process Improvement
- Resource Planning
- Agency Management
- Stakeholder Collaboration

Events & Community Engagement

- Corporate Events
- Executive Meetings
- Recruiting Events
- Trade Shows
- Community Outreach
- Customer Events
- Employee Recognition Programs
- Event Branding

PROFESSIONAL EXPERIENCE

Marketing Art Director

Mittera Creative & Tech | Des Moines, IA | 2025–Present

Lead marketing creative operations for national clients while directing a multidisciplinary team delivering integrated marketing communications across digital and traditional channels.

Key Achievements

- Lead and mentor a seven-member creative team while managing project priorities, resource allocation, workflow, and quality standards.
- Partner with executive stakeholders and marketing leadership to develop strategic marketing campaigns supporting customer acquisition, retention, and brand growth.
- Direct development of integrated communications including digital marketing, print, direct mail, social media, publications, photography, video, and promotional materials.
- Coordinate multiple concurrent marketing initiatives while maintaining brand consistency and meeting aggressive production schedules.
- Improve collaboration between marketing, account management, production, and creative teams to increase efficiency and campaign effectiveness.

Brand Lead

Tractor Zoom | West Des Moines, IA | 2022–2025

Directed enterprise branding and marketing initiatives for a rapidly growing national technology company serving agricultural equipment markets.

Key Achievements

- Led enterprise-wide rebranding initiative supporting marketing, sales, recruiting, product development, customer communications, and executive leadership.
- Developed comprehensive brand standards and governance processes ensuring consistency across all customer touchpoints.
- Partnered with executive leadership to align marketing strategy with company growth objectives.
- Directed website strategy, digital marketing assets, social media content, email marketing, trade shows, video production, and sales enablement materials.
- Strengthened organizational visibility through cohesive messaging, brand positioning, and integrated marketing campaigns.
- Collaborated across departments to improve internal communications and strengthen organizational identity.

Senior Art Director

Grey Dog Media | West Des Moines, IA | 2020–2022

Provided strategic marketing leadership for regional and national clients across multiple industries.

- Directed integrated marketing campaigns from strategy through execution.
- Managed branding initiatives, digital marketing, advertising campaigns, and customer communications.
- Oversaw photography, video production, and creative vendor relationships.
- Presented strategic marketing recommendations directly to executive clients.

Art Director

Flynn Wright | Des Moines, IA | 2016–2020

Developed enterprise marketing campaigns and branding initiatives for national and regional organizations.

- Created integrated marketing communications supporting customer engagement and business growth.
- Managed creative development across advertising, websites, environmental graphics, trade shows, packaging, and social media.
- Collaborated with account service, strategy, copywriting, production, and executive leadership throughout campaign development.
- Supported community engagement initiatives and event marketing programs.

Art Director / Web Designer

Flatout Branding | Grimes, IA | 2011–2016

Led branding, website development, and digital marketing initiatives for businesses throughout Iowa.

- Designed responsive websites and digital marketing campaigns.
- Developed brand identity systems and marketing collateral.
- Managed multiple client projects while coordinating production vendors and marketing partners.
- Improved customer engagement through UX-focused website strategy and digital communications.

Art Director

Essman Associates | Des Moines, IA | 2008–2011

Directed integrated marketing communications, corporate branding, advertising, and packaging for regional organizations.

- Led creative strategy from concept through production.
- Managed photography, print production, and marketing collateral development.
- Partnered with clients to improve brand recognition and communication effectiveness.

Owner / Senior Designer

Hansen Illustration Design | Audubon, IA | 1990–2008

Founded and operated a successful creative marketing studio serving corporations, publishers, museums, nonprofits, and government organizations.

Key Achievements

- Managed all aspects of business development, client relationships, branding, marketing strategy, budgeting, vendor management, and project execution.
- Developed integrated marketing campaigns supporting customer engagement and organizational visibility.
- Produced branding, publications, exhibits, advertising, websites, environmental graphics, and promotional campaigns.
- Built long-term partnerships through exceptional client service and strategic marketing solutions.

LEADERSHIP ACCOMPLISHMENTS

- 30+ years leading marketing, branding, and creative initiatives
- Managed multidisciplinary creative and marketing teams
- Partnered directly with executive leadership on strategic initiatives
- Developed enterprise brand standards and governance systems
- Directed integrated marketing campaigns across digital and traditional channels
- Led website strategy, social media, video, photography, and marketing communications
- Managed agency, print, photography, and production vendor relationships
- Improved workflow efficiency through process optimization and collaborative leadership
- Presented marketing strategy and creative recommendations to executives and stakeholders
- Successfully managed numerous concurrent marketing initiatives with competing priorities

EDUCATION

Bachelor of Fine Arts — Graphic Design

Iowa State University
1987 | Graduated Cum Laude

TECHNOLOGY

Marketing Platforms

- Website CMS
- Social Media Management
- Email Marketing
- SEO Fundamentals
- Google Analytics

Creative Platforms

- Adobe Creative Cloud
- Photoshop
- Illustrator
- InDesign
- After Effects
- Premiere Pro

Digital

- Responsive Web Design
- HTML/CSS
- UX/UI Principles
- Content Management Systems

Emerging Technology

- Generative AI
- Marketing Automation
- Digital Asset Management
- Creative Workflow Systems