

RODNEY HANSEN

CREATIVE DIRECTOR

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WORK EXPERIENCES

Givepower/GoodLeap
2018 - present

Creative Director

Developed strategy and creative content which helped secure donations in excess of 2MM toward renewable energy projects in 17 countries. Collaborated with high-net-worth individuals, social influencers, and corporate sponsors to create and share sustainable impact stories. Helped with launch of new fintech brand and creative assets for consumer/solar lending platform.

Tesla
2015 - 2018

Content Production Supervisor

Managed team which produced, shot and edited content for solar and storage products. Oversaw the execution of viral videos with more than 3MM views sparking the interest of new energy clients, government entities and investors. Produced videos used for Tesla homepage Model 3 release and the Semi launch event.

SolarCity
2013 - 2015

Sr. Manager, Creative Design

Worked with executive team to develop internal communication strategy. Built creative assets, communications, and incentives for more than 15,000 employees. Managed team which created video content, presentations for partners and investors, and produced video/design assets for company website.

Protection 1
2010 - 2013

Sr. Graphic Designer

Oversaw creation of all printed materials for sales, marketing, and tradeshows/events. Assisted with web design and brand strategy. Produced, filmed, and edited weekly company-wide podcast.

Utah Valley University
2008 - 2010

Sr. Content Writer

Wrote and edited press releases for company website. Conceptualized and wrote monthly featured articles for distributed campus magazine.

EDUCATION

Brigham Young University
2008

Marketing & Communications

Emphasis in Advertising with a Minor in Business

College of Southern Idaho
2004

Associates of Arts

KNOWLEDGE

Illustrator
Photoshop
Premiere Pro
After Effects
Final Cut Pro
Logic Pro X

EXPERTISE

Video Production
Filming/Editing
Graphic Design
Illustration
Typography
Sound Design

OTHER

Photography
Writing
Pilot
Drone Pilot
Norwegian
Sailing