

CHRISTINE HANWICK

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OVERVIEW

I am a personal care assistant dedicated to empowering my clients by fostering their personal agency and encouraging them to actively participate in their health journey. Throughout my professional career, I have developed and managed a wide range of content for product launches, marketing emails, newsletters, social media, blogs, websites, and landing pages for highly regulated healthcare, medical device, and biotech companies. To learn more about my background and credentials, including my resume, work samples, blog, and testimonials, please visit christine-hanwick.com.

PROFESSIONAL EXPERIENCE

PERSONAL CARE ASSISTANT, NUTRITION CONSULTANT & CONTENT MANAGER

Simple Nutrition and Wellness, Minneapolis, MN | 2010 – present (freelance)

- Design customized meal plans to meet individual client needs, including grocery shopping, cooking, and serving.
- Provide home cleaning and organization services.
- Offer personal care, medical support, and advocacy.
- Write, edit, and design blog content.
- Develop original recipes.
- Create engaging social media images and copy.
- Write emails and newsletters for subscribers.

SENIOR MARKETING COMMUNICATIONS SPECIALIST | CHROMATOGRAPHY & MASS SPECTROMETRY

Thermo Fisher Scientific, Remote | 2021 – 2023 (contract)

- Developed and executed communication strategies for AnalyteGuru, an online scientific community serving biopharma, pharma, environmental, food and agriculture, industrial, and clinical labs.
- Collaborated with cross-functional teams, including PR, media, digital, regional marketing, and marcom.
- Partnered with product marketing to create effective value propositions and outbound messaging.
- Wrote, edited, and proofread collateral, presentations, and web content.
- Ensured marketing campaign content compliance by working with legal and regulatory teams.
- Planned, developed, and distributed print collateral, ads, media, social, direct, and digital marketing materials.
- Analyzed and reported campaign effectiveness, achieving a consistent monthly membership increase of 5% in the community.
- Built and maintained relationships with influencers and key stakeholders.
- Worked with regulatory and legal teams to ensure consistency in communications.

SENIOR BRAND CONSULTANT | NEUROLOGY

Medtronic, Remote | 2021 (Contract)

- Planned, executed, and measured marketing programs, campaigns, and convention deliverables for the Advanced Energy and Cerebrospinal Fluid Management business, targeting healthcare professionals and patients worldwide.
- Managed projects in a fast-paced, highly regulated environment.
- Planned social and web content and collaborated with brand ambassadors and key opinion leaders (KOLs).
- Coordinated graphics and video production for trade shows, including AAOS and AAHKS.
- Developed and presented analytics decks demonstrating a correlation between MarCom activities and a 10% sales growth.
- Collaborated with PR, product marketers, global counterparts, MarCom team members, digital, analytics, IT, and various agencies.
- Constructed measurable, multi-channel communication plans to expand market share and patient access.

HEALTH CARE MARKETING SPECIALIST | DENTAL & MEDICAL

Stratasys, Eden Prairie, MN | 2020 – 2021

- Collaborated with internal stakeholders to ensure asset needs aligned with global campaigns and standards.
- Led the development and implementation of marketing collateral produced internally and by external vendors.
- Generated and managed sales and marketing assets, including case studies, white papers, email campaigns, social media, sales collateral, videos, webinars, website copy, trade shows, and advertising.
- Worked with the digital marketing team to ensure digital assets met requirements.
- Coordinated and reviewed visual content from global marketing, creative vendors, videographers, photographers, and graphic designers.

SENIOR MARKETING COMMUNICATIONS SPECIALIST | ENDOSCOPY &

INFECTION PREVENTION

Cantel Medical (now Steris), Plymouth, MN | 2018 – 2020 (contract)

- Implemented new email marketing, blog, and strategy initiatives for the medical division.
- Assisted in developing strategy for a new global website.
- Built strong relationships with key stakeholders.
- Oversaw the creation and implementation of a non-branded landing page, including email marketing, PR, digital content, advertising, and social media, surpassing a three-month goal by achieving a 30% increase in just one month.
- Supported internal communication needs for divisional and global partners.
- Worked with upstream and downstream marketing partners to define and support product brands, messaging, and design throughout product development and commercialization.
- Edited and wrote copy for newsletters, white letters, blogs, brochures, and digital content.
- Managed marketing materials using RoboHead for U.S. and global campaigns.

CONTENT OPERATIONS MANAGER | NUTRITION & FITNESS

Life Time, Chanhassen, MN | 2017 – 2018

- Oversaw email marketing software operations, deliverability, and list management.
- Worked with external media marketing and video production companies.
- Provided website and email analytics insights and recommended strategies for email campaigns, marketing classes, and websites in line with brand objectives and audience needs.
- Developed strategic solutions for blog and email marketing content, maintaining content calendars aligned with trends and company objectives.
- Planned paid social media strategies for marketing campaigns.
- Managed up to \$150,000 in monthly online sales.

NUTRITION EDUCATOR | DIETETICS

WIC Ramsey County, St. Paul, MN | 2016 – 2017

- Conducted health and nutrition screenings, including hemoglobin, height, and weight assessments.
- Oversaw clinic opening and closing procedures.
- Provided nutrition assessments and education based on client needs.
- Offered health referrals as appropriate.
- Documented client interactions and assessments using SOAP Notes.

MEDIA WRITER & NUTRITION COACH

Balance for Life Wellness & Fitness Center, Arden Hills, MN | 2011 – 2013 (part-time),

2014 (freelance)

- Wrote and edited copy for weekly newsletters.
- Created social media images and accompanying copy.
- Produced PR materials, newsletters, and marketing content for events.
- Developed and launched a comprehensive nutrition program, including writing, PR, design, recipes, and program tools.
- Coached clients in meal planning and mindful eating practices

ASSISTANT PRODUCER & MEDIA WRITER

Jeff Saunders Production Company, Minneapolis, MN | 2010 – 2020

(freelance)

- Assisted the Director of Photography with Motion Poems, TLC, and Big 10 Network productions.
- Wrote and edited company copy.
- Maintained and updated a WordPress-based website.
- Assisted with set and creative design for Motion Poems productions and other short films.
- Coordinated travel and logistics, including carnet documentation.

PROGRAM COORDINATOR & GRANT WRITER | EDUCATION

Community Initiatives for Children, Minneapolis, MN | 2009 – 2010

- Developed literacy education programs for children ages 3 to 5 and their mothers.
- Managed volunteer recruitment and training.
- Wrote grants totaling \$250,000 in funding for the organization.
- Organized and planned monthly literacy events, including graduation ceremonies.
- Created and designed multilingual materials.

EDITOR | FASHION

Grace McNamara Inc., St. Paul, MN | 2007 – 2008, 2009 (freelance)

- Researched and interviewed interior designers and CEOs.
- Wrote and edited feature articles, advertorials, website copy, and PR materials.
- Developed content for the company blog.

TECHNICAL COMPETENCIES

- [Microsoft Office Suite](#)
- [Adobe Master Collection](#)
- [Drupal](#) open-source Content Management System (CMS) and framework
- [WordPress](#) content management platform for creating blogs and websites
- [WIX](#) cloud-based web development services
- [Squarespace](#) website building and hosting platform
- [AWeber](#) email marketing platform
- [Salesforce](#) cloud-based customer relationship management (CRM)
- [SharePoint](#) Microsoft web-based collaborative platform
- [Google Analytics](#) marketing platform used to understand the customer journey and improve ROI
- [RoboHead](#) project management platform
- [Trello](#) work management tool.
- [Domo](#) cloud-based platform used for business intelligence (BI)
- [Highspot](#) enterprise system that uses AI to understand, plan, and execute complex, multi-step business processes
- [Workfront](#) Adobe work management application
- [Webdam](#) cloud-based digital asset management (DAM) platform
- [Food Processor](#) nutrition analysis software

EDUCATION

- [St. Catherine University](#) – Bachelor of Science, Major: Dietetics, 2016.
- [Augsburg College](#) – Bachelor of Arts, Major: Media Writing, 2008. Summa Cum Laude, GPA 3.94.

CERTIFICATIONS

- [SafeServe](#)® Certified.
- PCA and CFSS Support Worker Training Certificate of Training.

VOLUNTEER ACTIVITIES

- [Common Ground Meditation Center](#) – Food committee manager.
- [Emily Program Foundation](#) – Blogger, editor, speaker, and event fundraiser.
- [Open Arms of Minnesota](#) – Assisted dietitian in implementing food database.
- [Minneapolis School District](#) – Creative writing and early childhood education.
- [Minnesota Brain Injury Alliance](#) (MBIA) – Curated and organized art shows.
- [The Family Place](#) – Designed, printed, and distributed SNAP-based cookbook.
- [Walker Art Center](#) – Member of the accessibility advisory group for the MBIA