

REPORT on the Dependable Strengths of

KATHY HANSEN

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[draft]

description

a compelling and engaging writer ... creative force who conceptualizes and designs programs, curricula, events, and content ... self-directed initiator of ideas ... enthusiastic disseminator of information who educates through writing, research, and teaching.

evidence of effectiveness

Wrote 100+ articles for careers Web site, thus establishing reputation as an authority and thought leader; sought out by media as expert source. A Google search of "Katharine Hansen, PhD" produces 51,000 results.

Sold first book to first-choice publisher less than a week after submitting manuscript.

Wrote dozens of speeches for Florida elected official, who called me the best speechwriter she ever had.

Conceptualized and executed Job Action Day (<http://jobactionday.com>), now in its third year. Generated significant participation by career experts and bloggers, as well as media attention.

Persisted as a teacher to overcome weak early performance to eventually earn students' high regard and excellent teaching evaluations. Integrated student feedback into course design to continually improve course content and delivery.

background

A decade of writing and editing informative content for 4,500-page careers Web site that enjoys 1 million visitors monthly. Author/co-author of 8 books, including one that has sold 100,000+ copies. Blogger on applied storytelling who has boosted readership to 500 daily. College-level teacher and researcher.

education

PhD in organizational behavior, Union Institute & University, Cincinnati, OH

Bachelor of Arts in humanities, Stetson University, DeLand, FL

personal data

Enjoy bicycling, furniture painting and other crafts, identifying and photographing wildflowers, pop culture, and collecting teapots. Social-media junkie. Passionate about applied storytelling. Fascinated by intuition. Lifelong newspaper devotee. Love to learn. Can wiggle my ears.