

NOAH HANSEN

storyteller.
brand-builder.
mission-maker.

My story begins in a small town with a huge imagination.

My journey begins in third grade, passing out hand-drawn comic strips on the playground.

In the past 5 years, I've been blessed with opportunities to tell stories through my sight, sound, and mind.

I can't wait to tell more.

As a storyteller by trade, specializing in Advertising and Public Relations, I am excited to use my toolset as a blueprint for my passion.

A passion that transforms real problems into tangible solutions for those in need of a narrative.





YOUR NEXT BIG STORY

I like to say that storytelling is my medium.

On paper, on screen, in your ears: there's stories to tell everywhere.

And I love telling them.

I've had the opportunity to turn ideas into fully-realized features for some really cool people.

You can check out some of my work at noahhansencreates.com

or click any of these thumbnails to view a video.



FEATURED STORIES

Storytelling is the vehicle to the soul, and a window into the hard work being done by the people who show up every day. Helping people tell their stories brings me the greatest joy.

I'm proud to say I got to tell them to the largest engaged audience The Jackson County Chamber has ever had. Using a multi-channel campaign strategy for each story, I effectively translated the missions of our members into blog posts, social media reels, and long-form video narratives.

I'm equally proud of having the opportunity to engage with our staff and students at DeWitt Public Schools in a way that connected deeply with our community.

Click these thumbnails to see their stories.



Peak Manufacturing



Sandhill Crane Vineyards



The Five Forks



Eagle Creek Fish Company

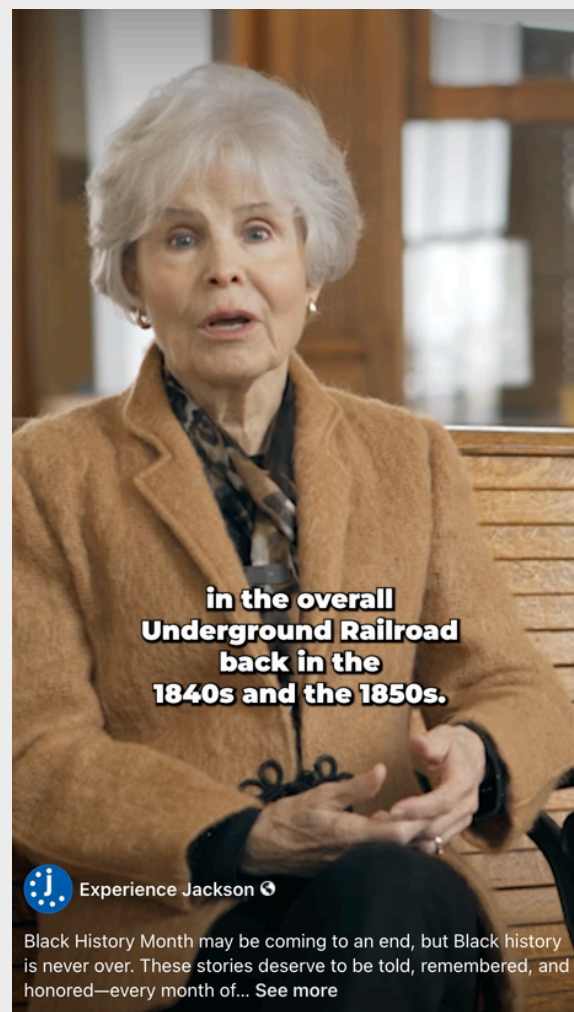
SOCIAL MEDIA

Connecting consistently with an audience is a unique challenge that requires constant evaluation, active conversation and bravery to stray from the norm.

Despite being known as the Prison City, Jackson County is an outdoorsman's paradise. It was time for us to let other people know.

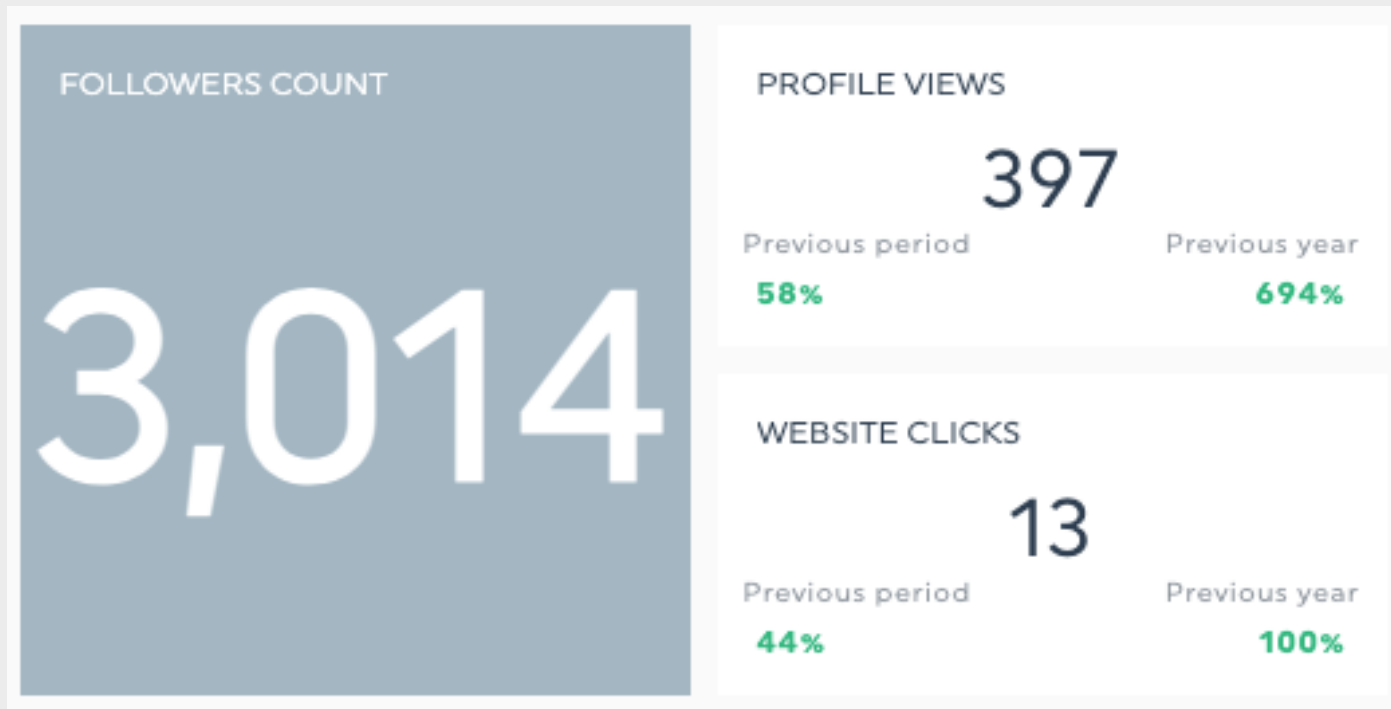
Storytelling through organic content and targeted ad campaigns fostered an increased interest in Jackson hotel stays and conference placements.

Now, things look just a bit brighter on Jackson's Bright Walls...



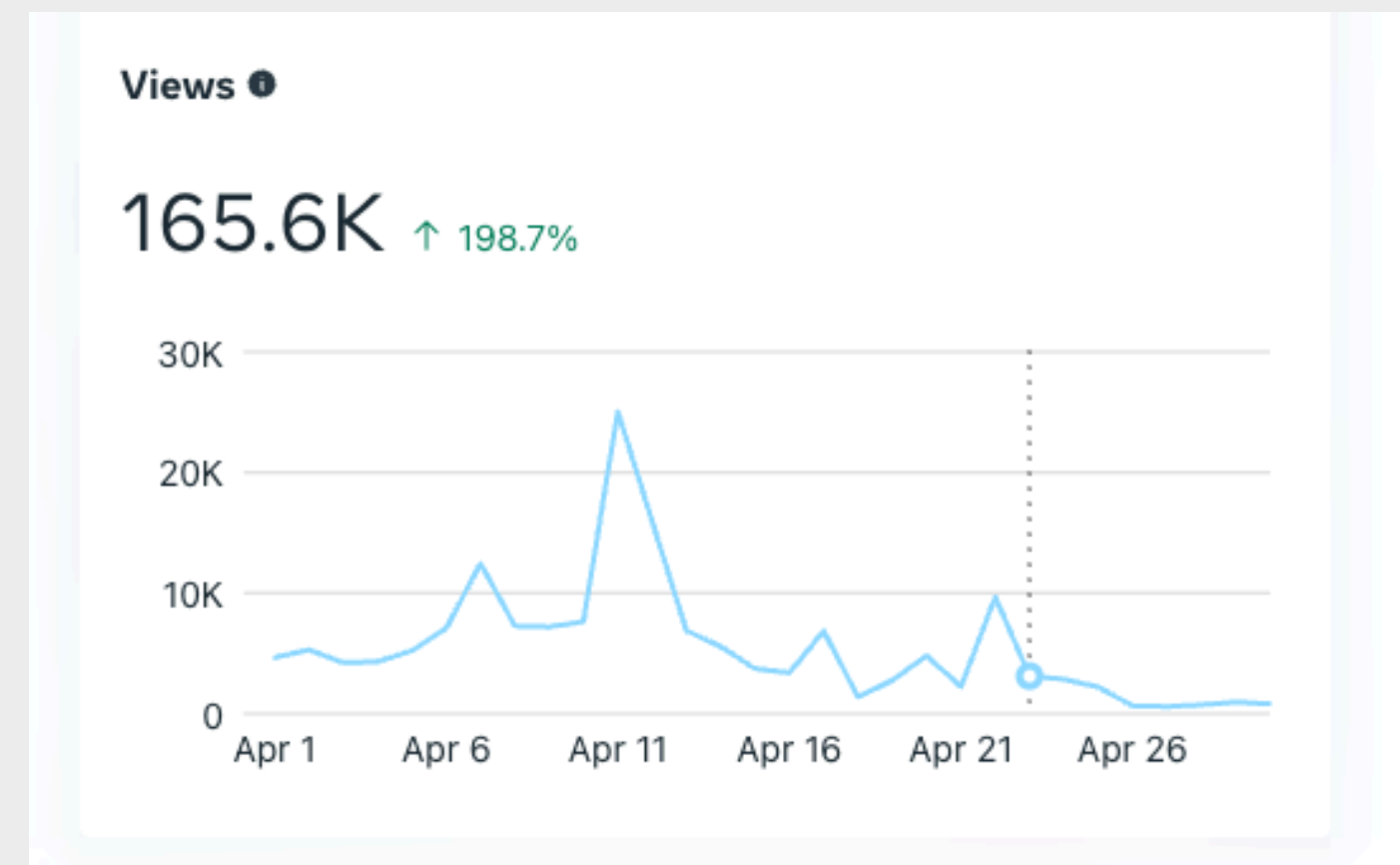
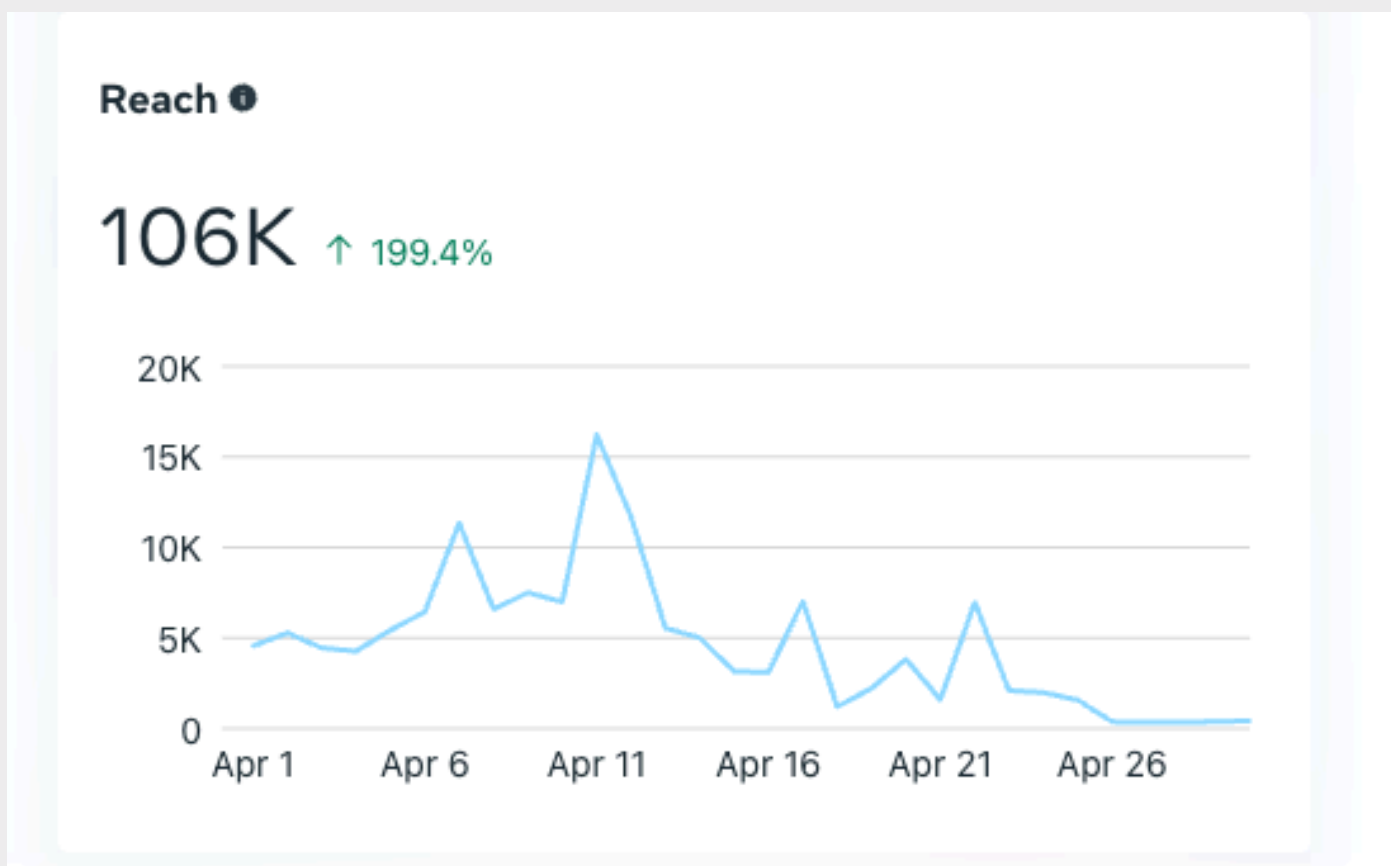
Click an image to view a reel.

SOCIAL MEDIA



The shift in content strategy toward evergreen media primarily focused on outdoor recreation has led to a minimum of 40% growth across all metrics across all social media platforms.

This strategy lends itself to the wants and needs of the Jackson County community, the hoteliers that we serve as a tourist bureau and our staff who all help bring the vision together.



FEATURED STORIES

COLLABORATING WITH LOCAL MEDIA

Scheduling meetups, conducting interviews, filming subjects, recording audio, gathering B-Roll and editing according to brand is the name of the game when it comes to telling these stories.

And all of that would be nothing without a strong communication, a solid creative brief, a shot list and a preparatory questionnaire to act as a backbone for the project.

Using the stories I've written and told, I offer local media outlets a seamless transition from pitch to story.

Click to view the video or the Fox 47 Story.



From the sidelines to the spotlight: A DeWitt eighth-grader's unforgettable moment



Photo by: Claire Bacarella

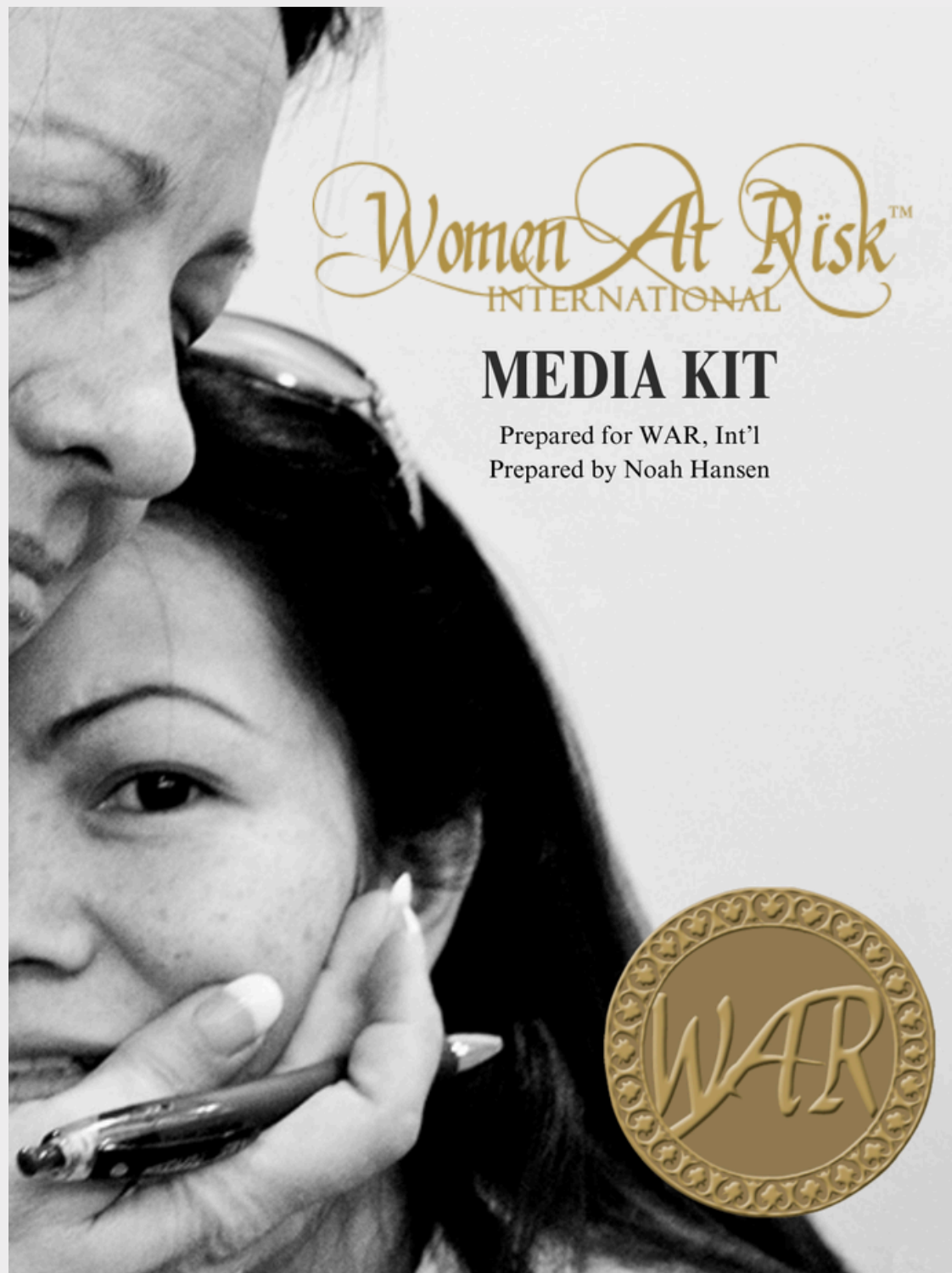


By: Claire Bacarella

Posted 11:19 PM, Feb 27, 2026



WRITING



Click image to see Media Kit



Working with Women At Risk, I compiled a media kit for their press relations, including an Op-Ed used to encourage companies to invest in Women At Risk's mission.

Invest in At-Risk Women, Change Organizational Outcomes



Domestic abuse is a gendered crime. The number of cases involving violence and abuse experienced by women in the household far outweighs cases of violence and abuse experienced by any other demographic. More than 10 million men and women experience abuse each year in the United States alone. One in three women and one in four men have experienced violence from a partner. A larger gap is seen when severe cases are considered: one in three women and one in seven men have experienced extreme physical violence by a partner. This implies that the violence experienced by women is almost always severe, increasing the chances of severe injury, long-term health issues, or even death.

Domestic violence greatly impacts a victim's ability to retain a job. It is estimated that between 5% to 27% of victims will lose their jobs due to the physical and psychological impacts of abuse. In the workplace, many domestic violence victims will also experience active harassment or threats from the perpetrator, leading to decreased productivity, and an increased likelihood of workplace violence. The cost of lost productivity due to domestic violence is estimated as \$727.8 million with over 7.9 million paid work days lost per year. These alarming statistics demonstrate a need for organizations to strongly consider their relationship with at-risk women and their investments in ensuring at-risk women have a safe place to work.

Women At Risk, International (WAR, Int'l) stands as a beacon of hope for vulnerable women worldwide. For decades, this organization has tirelessly worked to uplift and empower

Op-Ed on p.11



WRITING



Click image to see Media Kit



Working with Creative Community Entertainment, I compiled a media kit for their press relations, including an Op-Ed used to encourage companies to invest in Creative Community Entertainment's mission.




Click image to see Media Kit



WRITING

Date Posted: February 15, 2024

 Noah Hansen, Michigan Farm Bureau

Leadership in agriculture is built on a foundation of community involvement. Becoming a strong leader requires commitment to building a great network. 2023 Young Agriculture Leader Award winner **Elaine Palm** knows this well.

“The award process really helped me go all in,” Palm said. “I was really involved to begin with, but knowing that I wanted to be involved in the award process helped me set absolute goals: attending conferences and being involved.”

The Young Agriculture Leader Award is a symbol of success, but the application process is what solidifies its value. Looking back, Elaine claims it was the process of applying that benefited her the most.

“Involvement helps to amplify our application. Attending these events and conferences really helped me build confidence in my skills, and grew my network significantly,” she said. “These farmers have the same abilities as others, and I have those same abilities, but this application process really pushed me to stretch my limits as a leader.

“By having the goal of ‘I’m going to fill out the application next year,’ I set about making my application better, which led me to improve as a leader through my involvement in the Farm Bureau community.”

Agricultural leadership takes many different forms. Whether you work in the field or write from an office, there are opportunities for you to take initiative and foster leadership in the culture.

Palm believes that is a matter of initiative.

“Within the FB culture we have an idea that to be involved it is good to be a part of the committee structure, or the county board, or another sort of board — that you have to formally get in the action.

“I’m of the philosophy that if you volunteer in any capacity you have a place in the culture. Even if it is micro-volunteering, you have a place.”

Palm helps run Great Lakes Lamb, a family sheep operation started in 1988. She manages 400 head for meat, wool and breeding stock, as well as forage production and distribution for nearby horse and cattle farms. Her commitment to agriculture extends beyond the farm and includes previous involvement in 4-H and FFA, interning for Farm Bureau, earning her degree in agriculture and natural resources communications, and eventually working for American Farm Bureau.

“It is tough to come from an office culture. It is a challenge in mindset and it is a challenge just generally, because it can sometimes feel isolating. Farm Bureau helps me overcome those challenges by giving me a network where I can still feel connected.”

[Click here to apply online](#) for MFB’s 2024 Young Agriculture Leader award; applications are due March 6.

Noah Hansen is an intern with MFB’s Field Operations Division.

As an intern at Michigan Farm Bureau, I learned the ropes of cross-department internal communications and event communications. Writing copy for sign-up forms, information

Click image to see original article

PHOTOGRAPHY

Maddy poses for Rock 'n' Road.



Chamber Early Bird Breakfast at the Spring Lake Holiday Inn.



The Chamber Challenge was a chip-in.

SEE THE DETAILS.

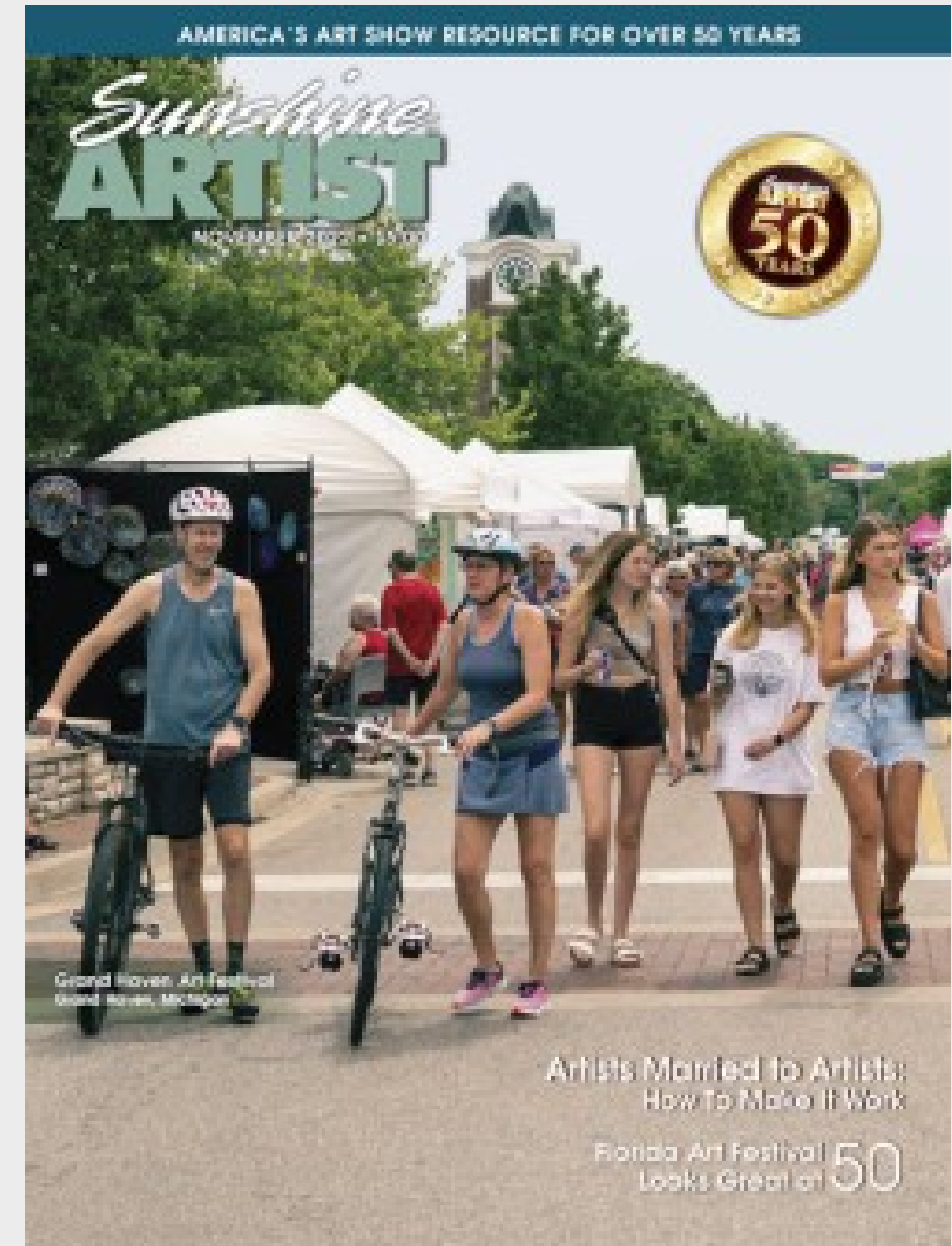
My approach to photography is like my approach to writing.

As a photographer I prioritize perspective.

The details, the beats, the contrast lies in the composition.



PHOTOGRAPHY



COVER OF SUNSHINE ARTIST MAGAZINE NOVEMBER 2022

My photograph taken of the 2022 Grand Haven Art Festival was used as the cover of the November 2022 issue of Sunshine Artist Magazine.

MINDSET

All decisions are made with the objective in mind.

The first question: “Where is your mind at?”

Leaving room for those details is crucial.

Using photography as a design function has inspired and elevated narratives that resonate. Using space effectively is key.



SPACE: THE PLACE TO CREATE

Considering space and the allocation of resources is a huge part of my creative process.

Headspace, physical space, space for ideas. Space is necessary to consider; to understand how things fit together.

As you would approach a **puzzle** looking to fill space correctly, I approach the **objective**. The **objective** approaches the **mission** in the same manner.

I want to ensure that everything is properly accounted for; that every facet of a project has a place within the objective.

There is limited space, so I collaborate and gather multiple perspectives to include the elements that matter most.

Time, or the lack of it, often reveals many priorities which are key to successfully completing the picture.

Nothing is wasted, everybody is accounted for. Purpose is found in all aspects of my workspace.

**DELIVERY
METHOD**

AUDIENCE

TIMELINE

LABOR





Here is a rough idea of my thought process behind making this graphic for a BASH event put on by The Chamber of Commerce - Grand Haven, Spring Lake, Ferrysburg.

The puzzle-piece model illustrates how I tie together an idea, a story, the identity of an organization, and the desired function to suit an overall objective.



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LOGO DESIGN

NOAH HANSEN   
CREATIVE SOLUTIONS

I design palatable ideas that convey a clear message.
My design philosophy is very much inspired by
Aaron Draplin: simple is stylish.



I pitched an outdoor recreation campaign for Experience Jackson, focusing on cycling. This idea grew into a limited podcast series and exclusive video interviews from local cycling experts. We wanted our audience to know that we were Shifting Gears in Jackson County from Prison City to Outdoor Paradise.



For my digital marketing and media services business, I designed a logo that combined the idea of a camera and a train into one perfect symbol for my Freight Train Media brand.

free to members!



Logo designed for the Jackson County Chamber's "Off the Clock" networking events.



I won the logo competition for Maple Valley's "Read by Grade 3" initiative (pre Canva!).

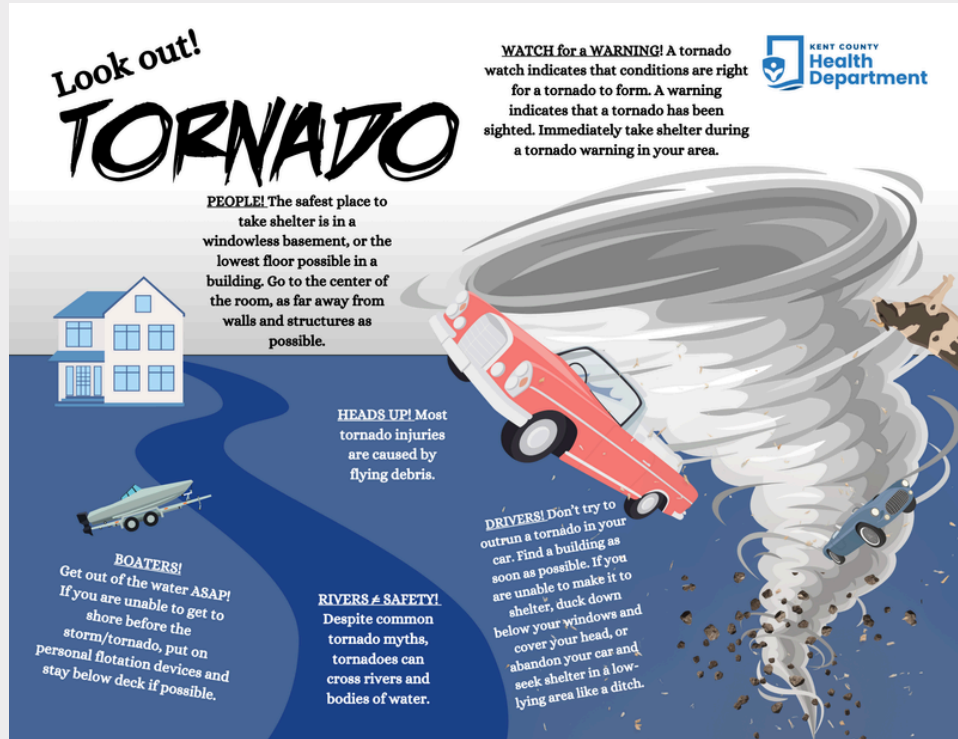
INFOGRAPHICS / EVENT GRAPHICS

Click to view full-sized image



INFOGRAPHICS / EVENT GRAPHICS

Click to view full-sized image



I always consider the function of a design, but love when I get to play with functionality. This web graphic includes clickable links to relevant tornado protection information.



Social media graphic for the GHA Chamber's Networking at Noon series.



Promotional Infographic for Chamber Challenge Golf Outing



Facebook Event graphic for Group Gravel Biking in Jackson County.



QR Codes are accessibility cheat codes. The potential to share and connect is almost limitless.

PRINT MEDIA

Click to view full-sized image

STUDENTS ARE BORN. LEADERS ARE MADE.

WELCOME TO A PLACE WHERE DREAMS ARE NURTURED, SKILLS ARE REFINED, AND LEADERS ARE FORGED.

YOUR JOURNEY TO LEADERSHIP EXCELLENCE BEGINS HERE.

WELCOME TO THE COOK LEADERSHIP ACADEMY.

THE HAUENSTEIN CENTER FOR PRESIDENTIAL STUDIES
AT GRAND VALLEY STATE UNIVERSITY
COOK LEADERSHIP ACADEMY

LET US LEAD THE WAY.

THE HAUENSTEIN CENTER FOR PRESIDENTIAL STUDIES
AT GRAND VALLEY STATE UNIVERSITY
COOK LEADERSHIP ACADEMY

BECOME A LEADER AT gvsu.edu/hc

COOK LEADERSHIP ACADEMY
AT GRAND VALLEY STATE UNIVERSITY

FROM LEARNER TO LEADER

Tri-fold for the Cook Leadership Academy at GVSU.

DEWITT HIGH SCHOOL

NOVEMBER 11

VETERANS DAY
TRIBUTE

RECEPTION FOR VETERANS
8:00AM - 9:15 AM
DEWITT HIGH SCHOOL
MEDIA CENTER

STUDENT PROGRAM
9:30 AM - 10:30 AM
DEWITT HIGH SCHOOL
GYMNASIUM

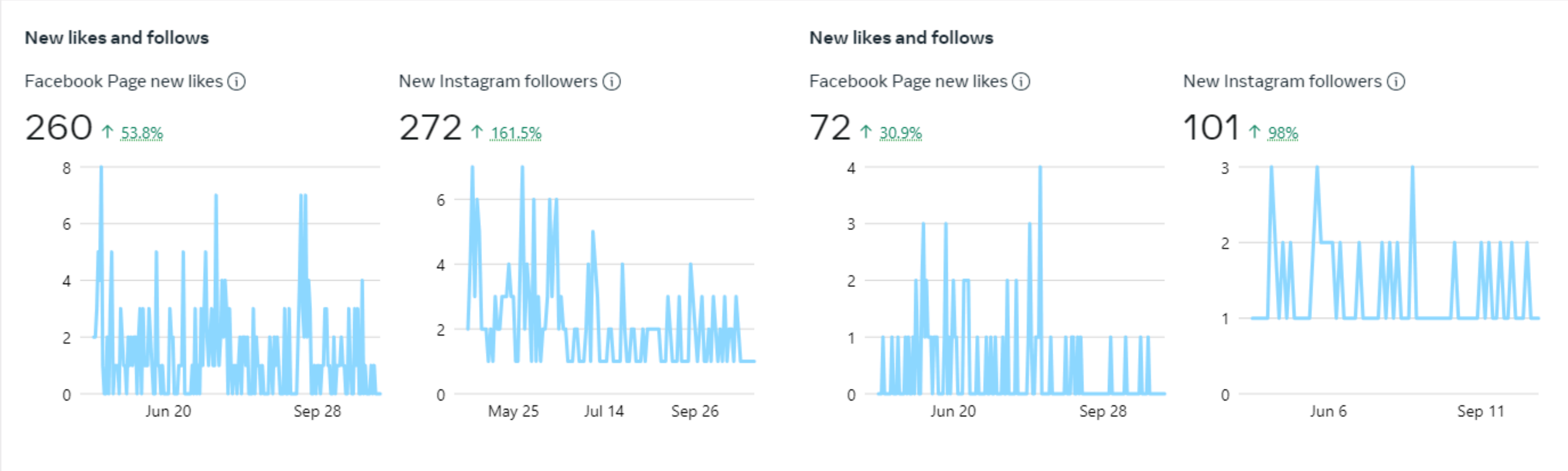
Postcard for DeWitt High School Veterans Day assembly.

SOCIAL MEDIA/CMS

I managed the GHA Chamber’s various social media pages for nearly 2 years, increasing likes and followers on each page by a minimum of 30% compared to the previous year. I used both Later and Sprout Social to manage content at the Chamber. By using social listening, A/B tests, and studying post analytics, I found ways to succeed in increasing engagement.

Implementing social media campaigns that encouraged follower engagement was key. This engagement drove clicks and conversions to the website where users would inevitably reach out to become members.

Using Wordpress SEO recommendations, I improved the searchability of the Chamber’s site. I implemented the use of Linktree as well, driving even more traffic to the Chamber’s website and improving navigation.



Grand Haven Farmers Market Facebook Page Likes and Instagram Followers 2021-2023

Spring Lake Farmers Market Facebook Page Likes and Instagram Followers 2021-2023

PR CAMPAIGN

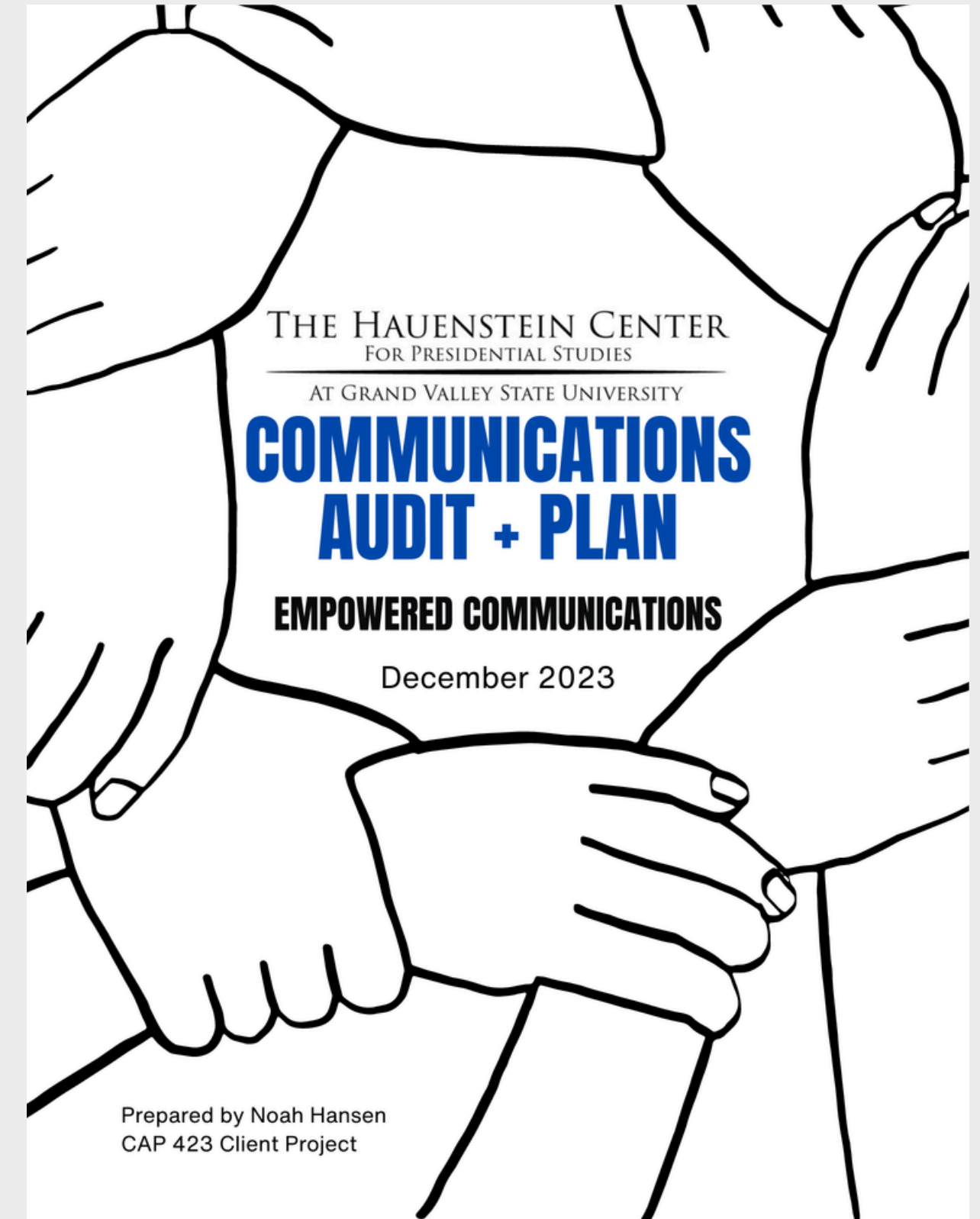


**CLICK THE IMAGE TO VIEW
MY COMPREHENSIVE
PUBLIC RELATIONS
CAMPAIGN FOR NOXX.**

COMMUNICATIONS PLAN

CLICK THE IMAGE TO VIEW
MY COMPREHENSIVE
COMMUNICATIONS PLAN
FOR THE HAUENSTEIN
CENTER.

Including an Annual Report!



**"WE ONLY
KNOW WHAT
WE KNOW
UNTIL
SOMEONE
KNOWS
BETTER."**

- Chancellor Bennett

My senior quote, and a statement that reminds me to ask questions, live curiously, and keep an open mind.



Every second is a new opportunity.

REACH OUT

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