



OLIVER HANSON

Writer/Analyst

Contact

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📍 Barcelona

Other

- EU residency
- Spanish Driving Licence
- Professional level Spanish and Catalan
- Published author *The Guiri* (2013), *The Return of the Guiri* (2018)
- MS Office, Mindtickle, Zoom, Slack
- Regular podcaster, writer and blogger
- Guest contributor on The Huffington Post, Barcelona City FM, Dublab.es, YouTube
- Additional experience: market stalls, polling stations, focus groups, teaching English, Civil Service support roles, modelling for Marie Claire

Education Background

- University of Exeter
BA Politics with European Study 1997
- Universitat Autònoma de Barcelona
Erasmus (politics/history) 1996

About Me

Proven Writer/Media professional with 25 years' experience seeking new opportunity. Proven ability as a team leader, analyst and project manager. Demonstrable multilingual capability supporting clients in the UK, Canada and Spain.

Professional Experience

Agility PR Solutions | Senior Media Editor 2017-2023
PR Newswire Europe | UK Media Researcher 2005-17
Romeike Media Intelligence | Editorial Assistant 2001-04

Key responsibilities:

- Accountable for UK & Canadian data on global media directory
- Supervised team of 10, evaluating performance/productivity, checking accuracy, marketability and legality of content
- Conducted industry research, writing reports, bulletins and newsletters, analysing markets, identifying media trends
- Serviced and met PR clients, also connecting them with publishers, broadcasters, journalists, influencers and other opinion formers
- Initiated and managed regular projects to meet client needs
- Host of workshops and team training sessions
- Primary point of contact for queries, requests and complaints
- Daily liaison & lead generator with accounts, sales and marketing

Achievements

- **Promotion** – Rewarded with promotion to more expansive role following corporate takeover in 2017
- **Leadership** – Managed remote team of 10, improving daily performance and inspiring better productivity
- **Communication** – Established good rapport with 400 clients, continually increasing subscriber numbers
- **Relationships** – Cultivated close contact with Fleet Street and Canadian press, building keen understanding of news media
- **Quality** – Created a reliable, coherent and relevant product vital to marketing and direct targeting campaigns
- **Analysis** – Authority on media landscape within core territories
- **Flexibility** – Proven ease working from home, operating in 4 languages across different time zones
- **Empathy** – Sensitive to diverse colleagues/clients, working across linguistic, geographical and cultural boundaries
- **Winner** – PRNE award for work developing training modules