

Karen Hansen

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Technical Science Writer

SUMMARY

- More than 10 years of reporting and writing copy and scientific content with a history of fact checking and representing a story, concept, technology, individual(s) or organization(s) with professionalism, poise and integrity including those such as CBS, AOL & Examiner.
- Tenacious and resourceful researcher with a penchant for probing new findings and vetting them against the background of relevant scientific literature while also tracking down and gaining access to experts in the industry for personal interviews made available to an end user resulting in sales of new technologies in sales events of between \$30,000 to \$50,000.
- Adaptable, flexible and resilient enough to work on a production line meeting hard deadlines by staying open and remaining reasonable in the face of needed change (positive or negative) and to considerable variety in the workplace accepting others points of views and revisions even on items assigned last minute with turnaround times of 1-2 hours.

TECHNICAL SKILLS

Key Skill Area: Natural Sciences including Biology, Geology, Forestry, Earth Sciences, Environmental Science, Wellness, Nutrition, Solar Technology, Medical Technology

Key Skill Area: Layout: Pagemaker, FrameMaker
Production line: Kapost CBS
Microsoft Certified Professional: Excel, Outlook, MS Word.
Customer Relational Management: Sales Force, Goldmine
Presentation: PowerPoint
Social Media: LinkedIn, Facebook, Twitter, Google +
Websites: Joomla, Wordpress WIX, Weebly
Databases: Silverlight, Quickbooks, Turbo Tax

PROFESSIONAL EXPERIENCE

PH TALENT, New York, New York, 2016-present

Sales/ Product Demonstrator

The Art of Persuasion

- Wrote persuasive sales presentation after having researched a number of books and academic studies to qualify and match end user with appropriate setting protocol on Class One FDA listed energetic vibrational healing medical device achieving sales of 13 units priced at \$2500.00 each for a total of over \$30,000.00 in 9 day roadshow.

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Building an Argument

- Mastered basic rapport building, discovery and qualification process to have gathered enough information about a subject in order to close a sale and also then demonstrate how the user would operate the device in accordance with findings in scientific literature as to technical protocol and usage.

STRATEGIC IT STAFFING, Roseville, CA, 2015-2016

Sales/Product Demonstrator

Presenting a New Technology

- Wrote sales and product demonstration protocol to introduce a solar energy storage technology by convincing the end user to heed the urgency to take action now yielding \$10,000 - \$20,000.

Testing Magic

- Developed demonstration tests that allowed the end user to experience the magic of the product offering for themselves immediately, such as showing them how to charge their phone from a solar panel under an LED light of 2000 lumens.

Previous relevant experience

Let's Get to Work, Small Business Pulse and Best of Reporter, CBS LOCAL, Sacramento, CA.
Community Directory Listings Agent Reporter, Photo journalist, AOL Patch, San Francisco, CA.
National Science Reporter, EXAMINER, Denver, CO.

EDUCATION

Master of Science. University of California Santa Cruz. Santa Cruz, CA.

Microsoft Certified Professional Certified by Certiport, Tech Skills of California.
Lynda.com FrameMaker 5.5, Word Press.